



STEPS	DISCOVER	RESEARCH	IMPLEMENTATION	CONCLUSION		
THOUGHTS	"I need to stop the spread of this virus but have no idea where to begin"	"These resources are difficult to find, far too extensive and unhelpful"	"Maybe this DIAL organization will be able to help"	"This may just be exactly what I need"	"I'm flying through this and can't wait to have it all set up!"	"I could be responsible for helping to save hundreds or thousands of lives"
ACTIONS & FEELINGS	Recognizes that COVID 19 is spreading in Angola	Attempts to find helpful resources on the internet	Hears about DIAL and reaches out	DIAL connects him with Playbook	Follows DIAL's step by step guide	Successfully sets up a new contract tracing system
TOUCH POINTS						
PAIN POINTS & OPPORTUNITIES	Unclear of where to begin Become a go-to resource	Resources are difficult to locate, very text heavy and don't have all of the necessary information Create step-by-step guide	Unsure if Dial will actually be able to help Provide help through actionable guide	Playbook may not fit needs directly Discover the effectiveness of Playbook		Attempt to get feedback for future improvement and case studies