### Onboarding

#### Awareness

- **User Interface / Touchpoints**
  - Awareness of the app

- **Stage / Job Step**
  - Awareness of the job to be done

- **Job Story**
  - What do the user see in the context of the app?

#### Onboarding

- **Onboarding**
  - Define > Locate > Confirm > Execute

- **User Interface**
  - Stage / Job Step
  - Job to be done

- **Touchpoints**
  - What does the user see in the context of the app?

- **Marketing**
  - Awareness of the app

- **Message**
  - Awareness of the app

- **User Interface**
  - How might we design to support the user experience for design?

- **Messaging**
  - What is the communication line for the user?