



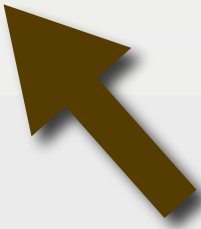
CREDIBILITY



STORYBOARD



THE ENGAGING EXPERIENCE ("FLOW")



LESSONS LEARNED

