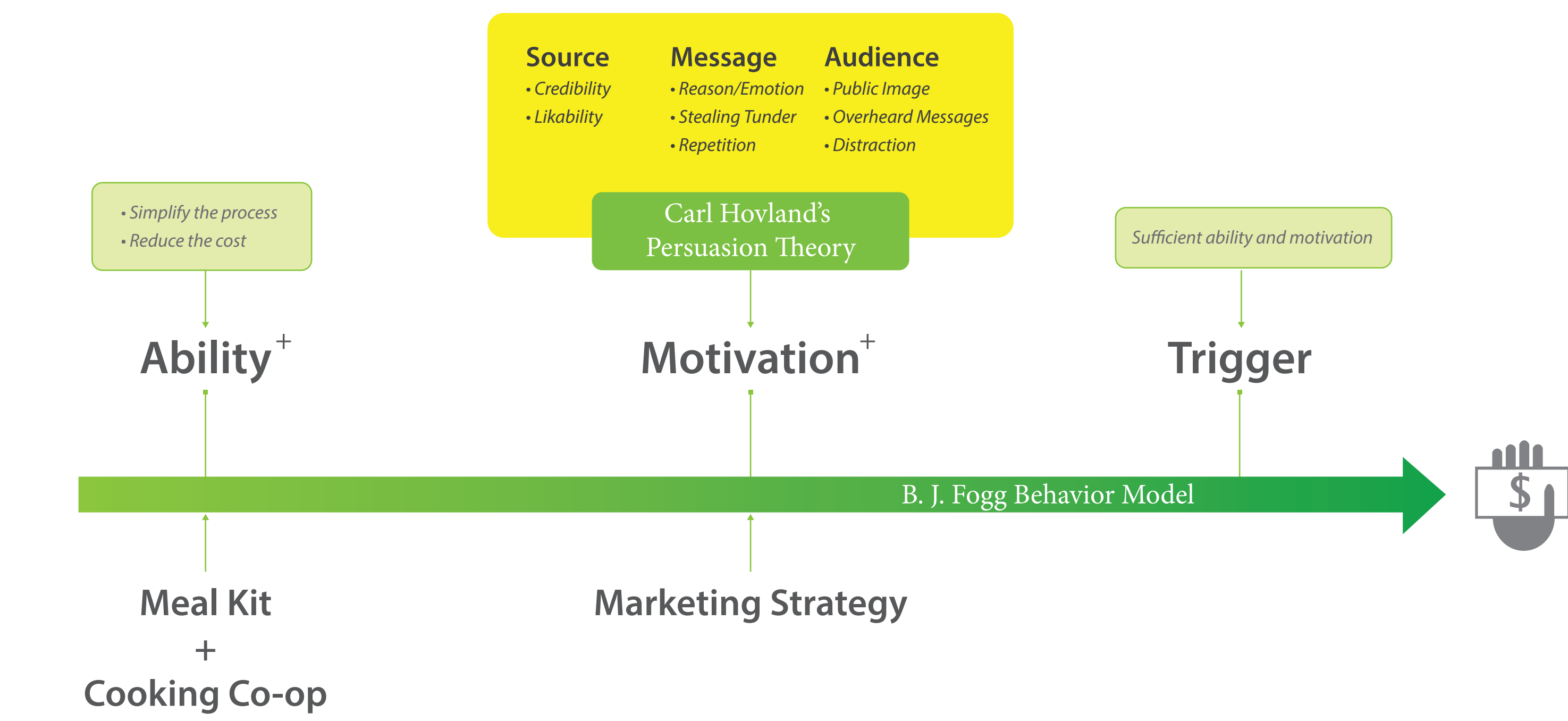
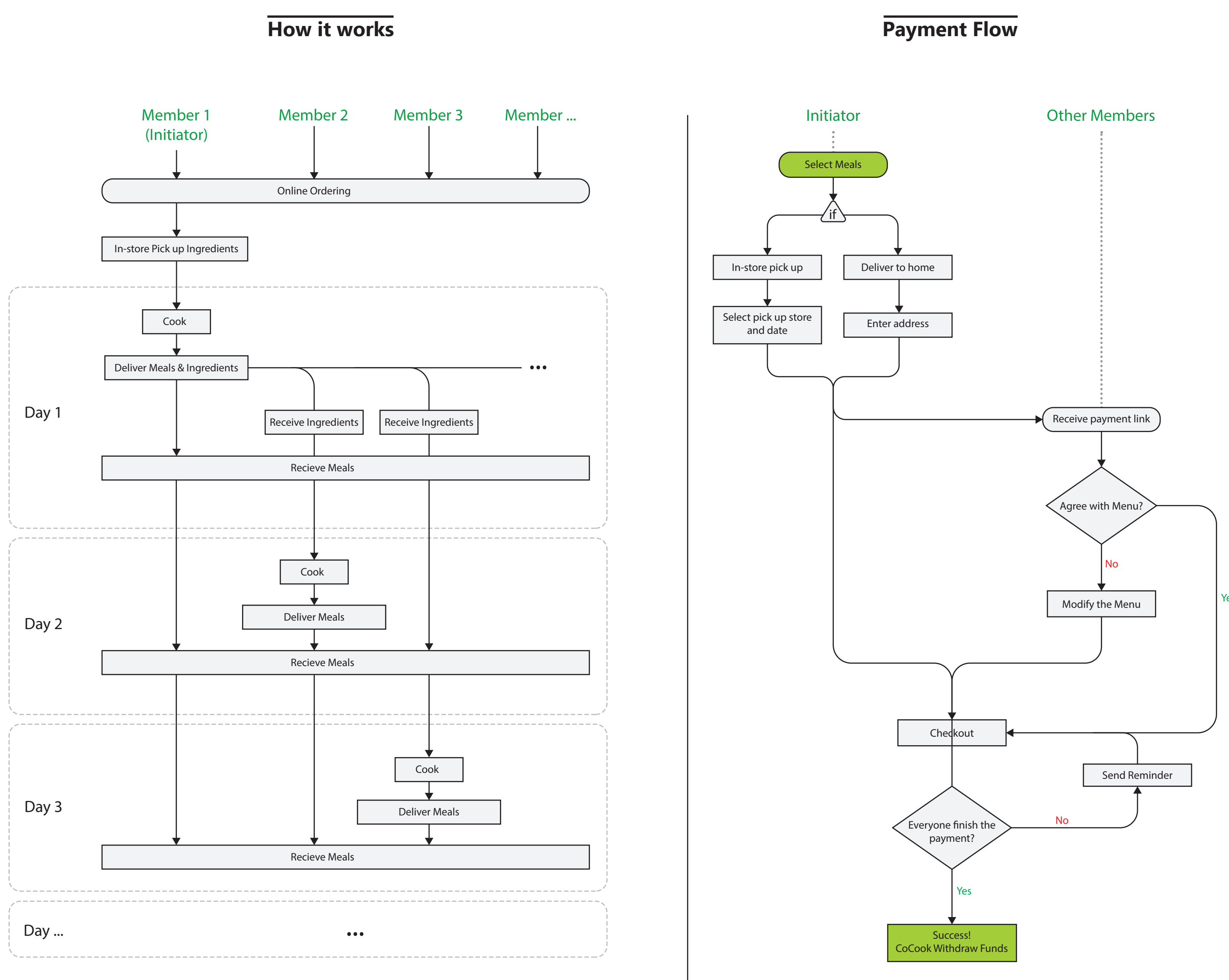


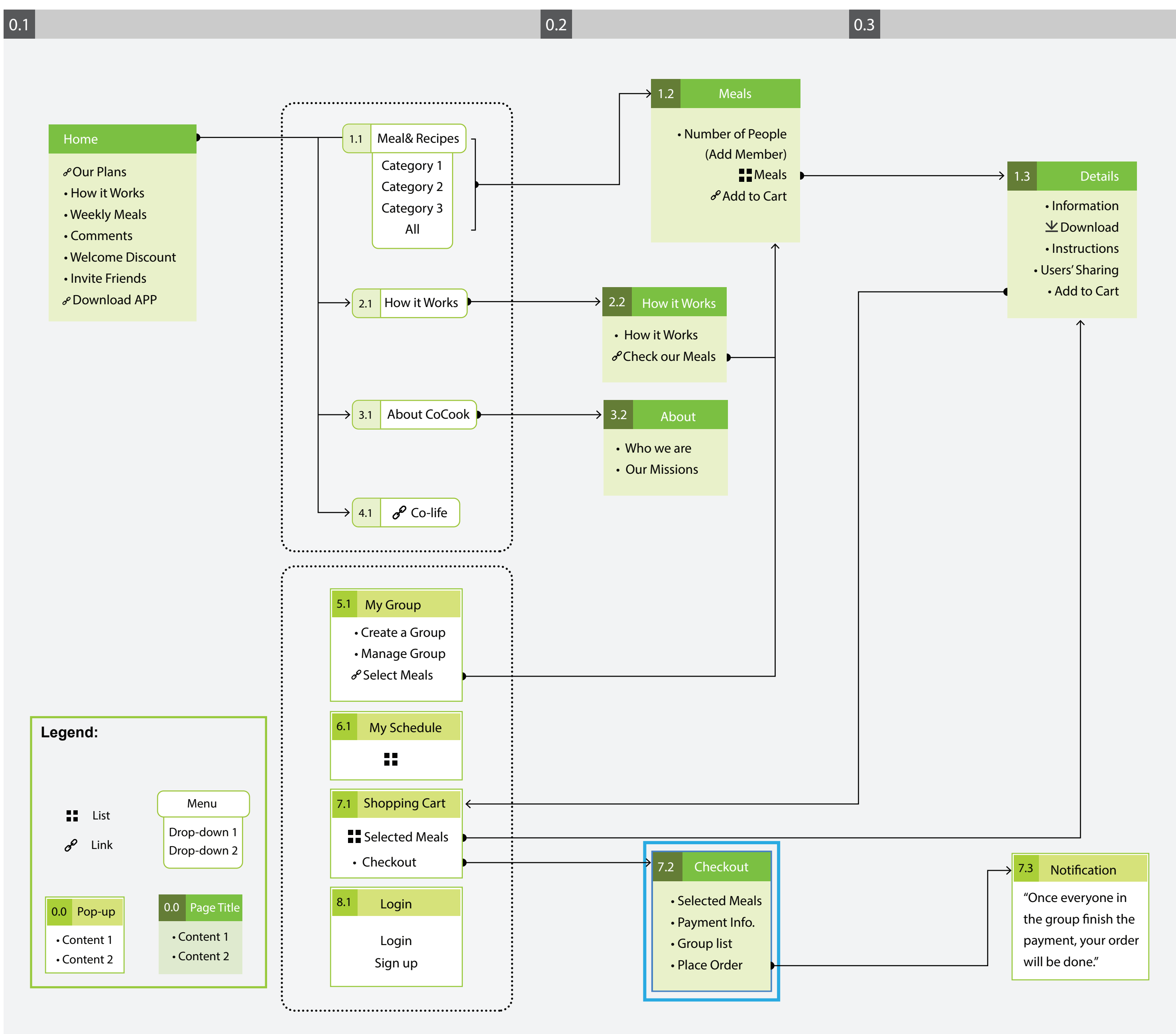
GUIDELINE



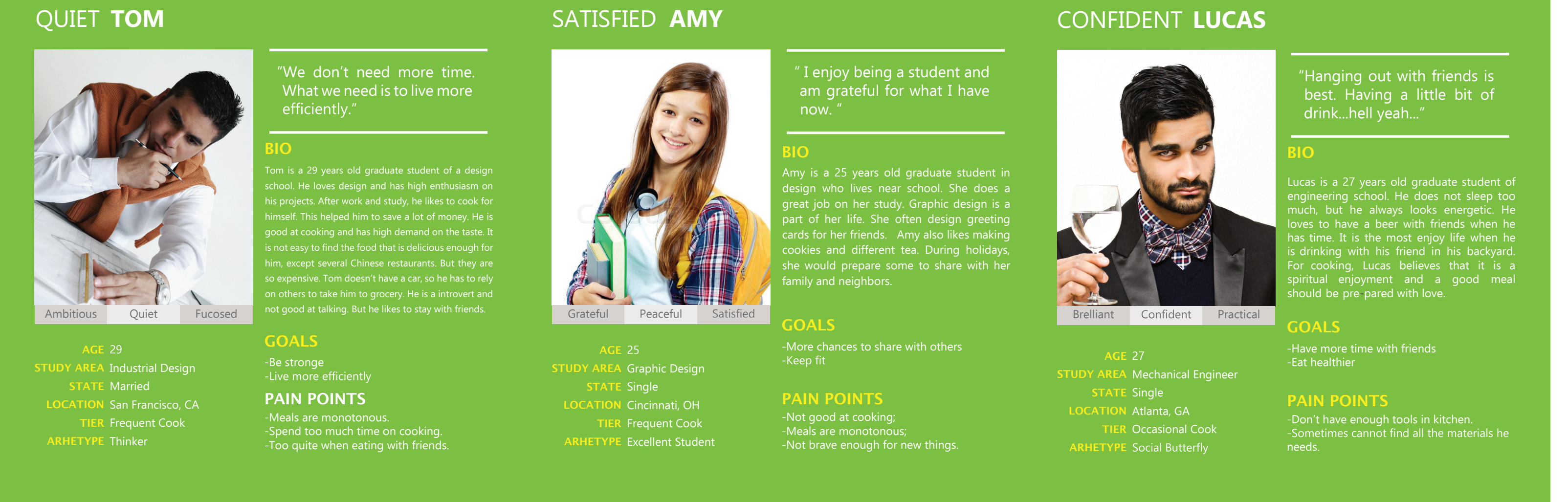
SERVICE DESIGN



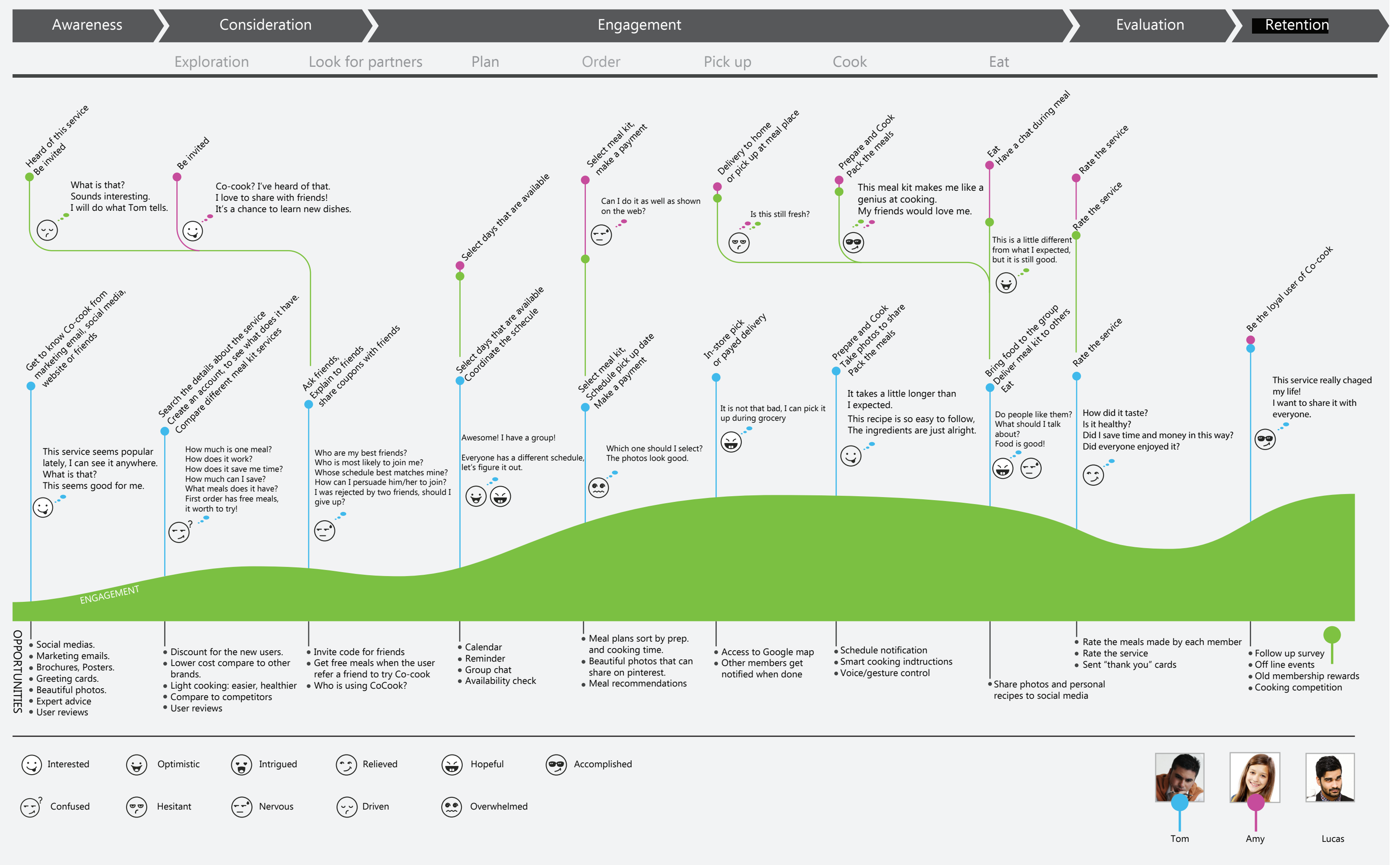
COCOOK WEB SITEMAP



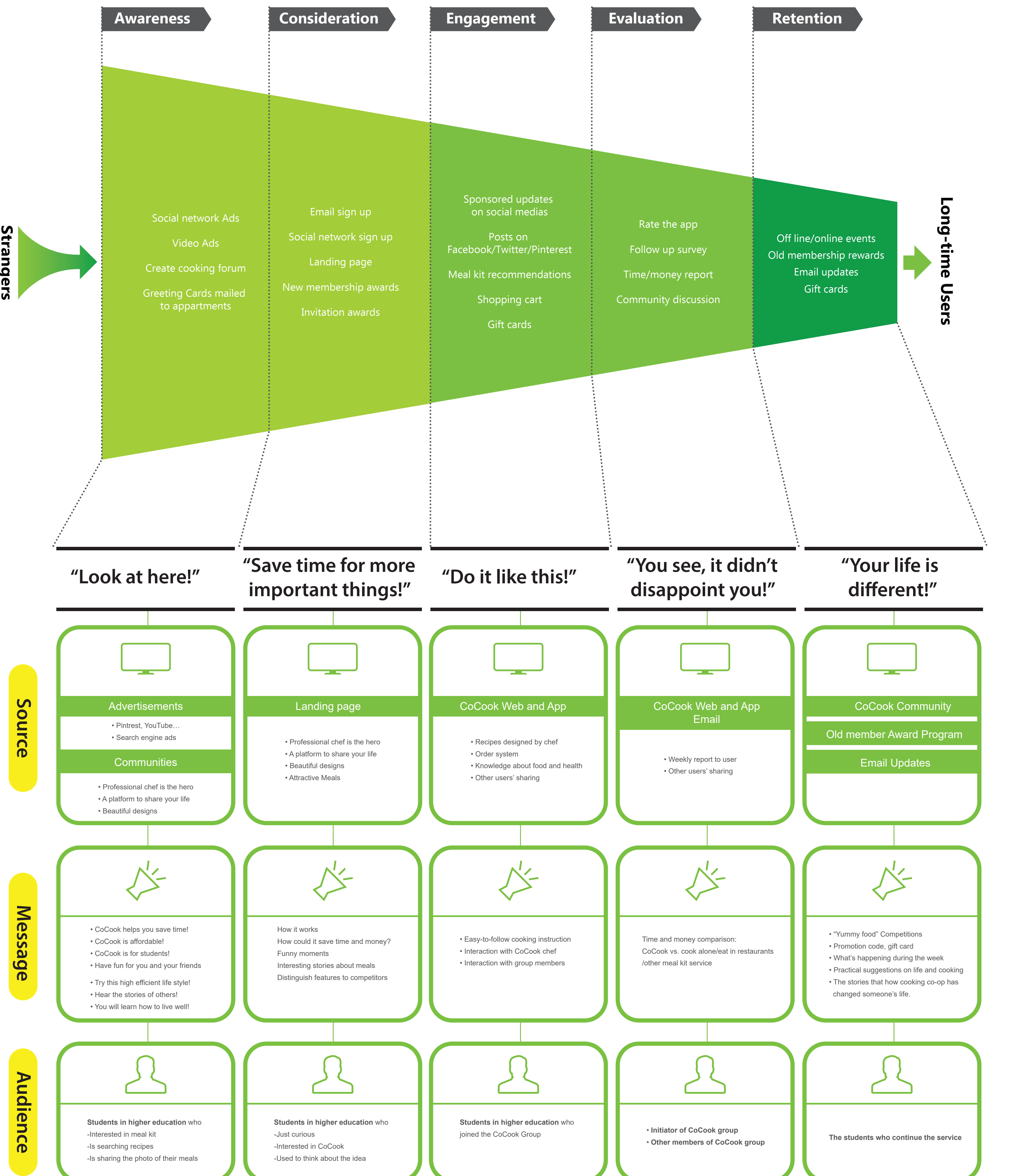
PERSONAS



CUSTOMER JOURNEY MAP



Lead Nurturing Plan



Zhenhua Yang

CoCook

A Meal Service Design and Marketing Strategy Based on Cooperation and Persuasion Theories

DAAP
MDES