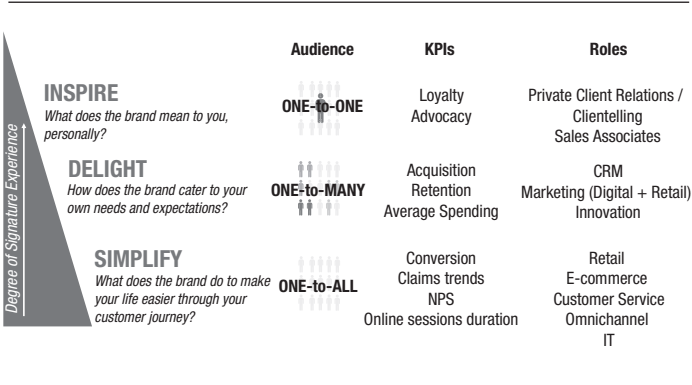


Figure 7.1 The signature experience framework



Source: Saviolo (2018).