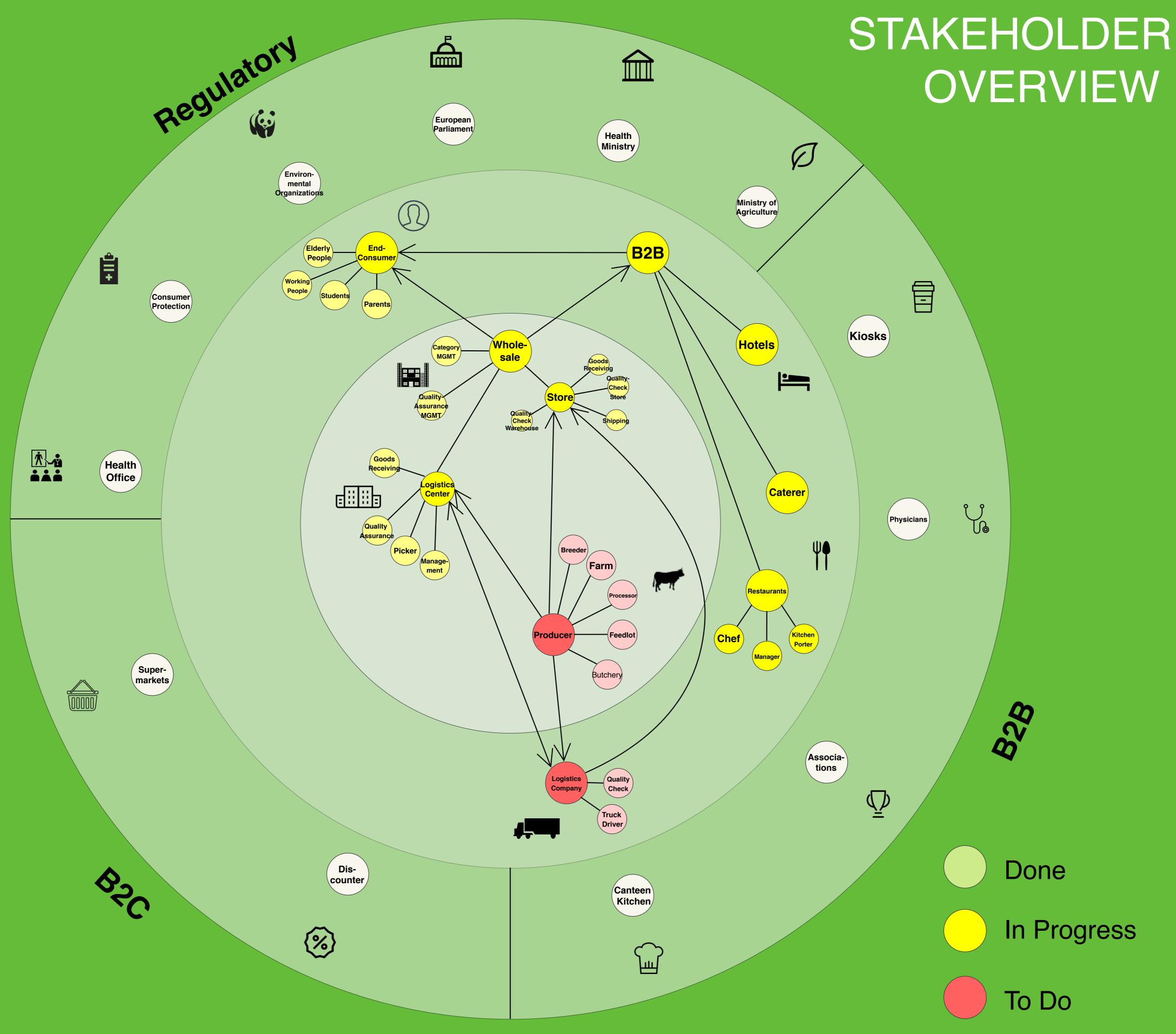
MAY 2018

## WORK PACKAGE 2.2

FRESH '''INDEX



PERSONAS

## AND THEIR ADDED VALUES



## 02

## REQUIREMENTS- & PROCESS-ANALYSIS



