

IACT STAGES OF INTERACTION*

TOOLKIT 06

STAGE THREE

HOW TO USE THIS TOOLKIT

Follow the instructions, completing each task with your team. Use sticky notes or simply write on the sheet.

COMPLETE THE WORKSHOP CHALLENGE

When you finish, take a picture of this toolkit and upload it to your Team Page to complete the Workshop Challenge.

1 To further develop your business model, it is useful to tell a story that describes how your customers will interact with your venture. Start by choosing the personas who you want to interact with.

2 The story should begin describing when and where these personas discover you. Use the stages provided to describe how you guide each of them towards forming an ongoing relationship with you.

3 Once you have a first draft of your story, identify the channels you will use during each of the stages, Measure these channels in terms of the money, time and effort it will cost your venture to use them.

STEP 1. CUSTOMER PERSONAS

