

1 The Customer Journey is a tool that helps to understand the experience of a Customer as they interact with your venture. Begin by mapping the customer's tasks in stages.

2 Once you have a map of the customer's journey, you can identify the different Research, Production, Promotion and Networking Activities your venture must perform to help them along the way.

3 Each activity your venture must perform will require resources including skills, assets, materials and networks. Identify those you need to acquire and use these insights to improve your pitch.

<p>1 THE JOURNEY</p> <p>Map the sequence of tasks that your customers must complete when interacting with your venture.</p> <p>List any obstacles they may face or expectations they may have for each task.</p> <p>Include positive and negative emotions they feel when completing these tasks.</p>			<p>Attach additional sheets if needed ></p>
<p>2 ACTIVITIES</p> <p>List the activities your venture must perform to facilitate each of your customers' tasks.</p> <p>Include Research, Production, Promotion and Networking activities.</p>			
<p>3 RESOURCES</p> <p>List the resources you need for each activity, identifying those you already have access to.</p> <p>For the rest, list possible suppliers or partners who could provide them, along with their cost in time, money or effort.</p>			

