

I ACT STAGES OF INTERACTION*

TOOLKIT 10

1 To further develop your business model, it is useful to take the point of view of a Customer Persona and tell a story of how they will interact with your venture. Start by choosing a persona.

2 The story should begin by describing when and where they discover your venture. Use the stages below to describe how you will guide them towards forming an ongoing relationship with you.

3 Once you have described all of the stages, identify the channels you will use during each of them. Try to measure these channels in terms of the money, time and effort they require from you.

1 CUSTOMER PERSONAS

