

# I ACT TOOLKIT 11 CUSTOMER JOURNEYS

**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.

**1**

## THE JOURNEY

Map the sequence of tasks that your customers must complete when interacting with your venture.

List any obstacles they may face or expectations they may have for each task.

Include positive and negative emotions they feel when completing these tasks.

Attach additional sheets if needed >

**2**

## ACTIVITIES

List the activities your venture must perform to facilitate each of your customers' tasks.

Include Research, Production, Promotion and Networking activities.

**3**

## RESOURCES

List the resources you need for each activity, identifying those you already have access to.

For the rest, list possible suppliers or partners who could provide them, along with their cost in time, money or effort.

