

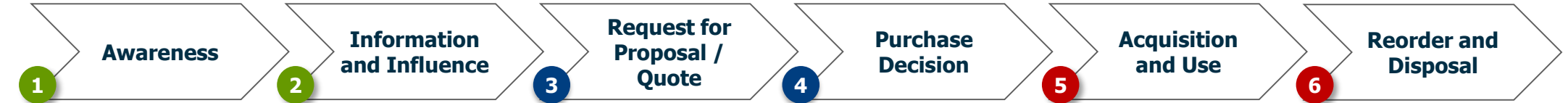
Customer Activity Cycle



BEFORE

DURING

AFTER



What is the key event that signals this step in the CAC is complete?

What questions are being asked?

What activities are happening?

Who is involved/ influencing?

How long does this step in the CAC take?



Customer Language



High Uncertainty – Requires Investigation



Pain Points/Opportunities