STEP 3: MAP OUT THE PAAS CUSTOMER JOURNEY

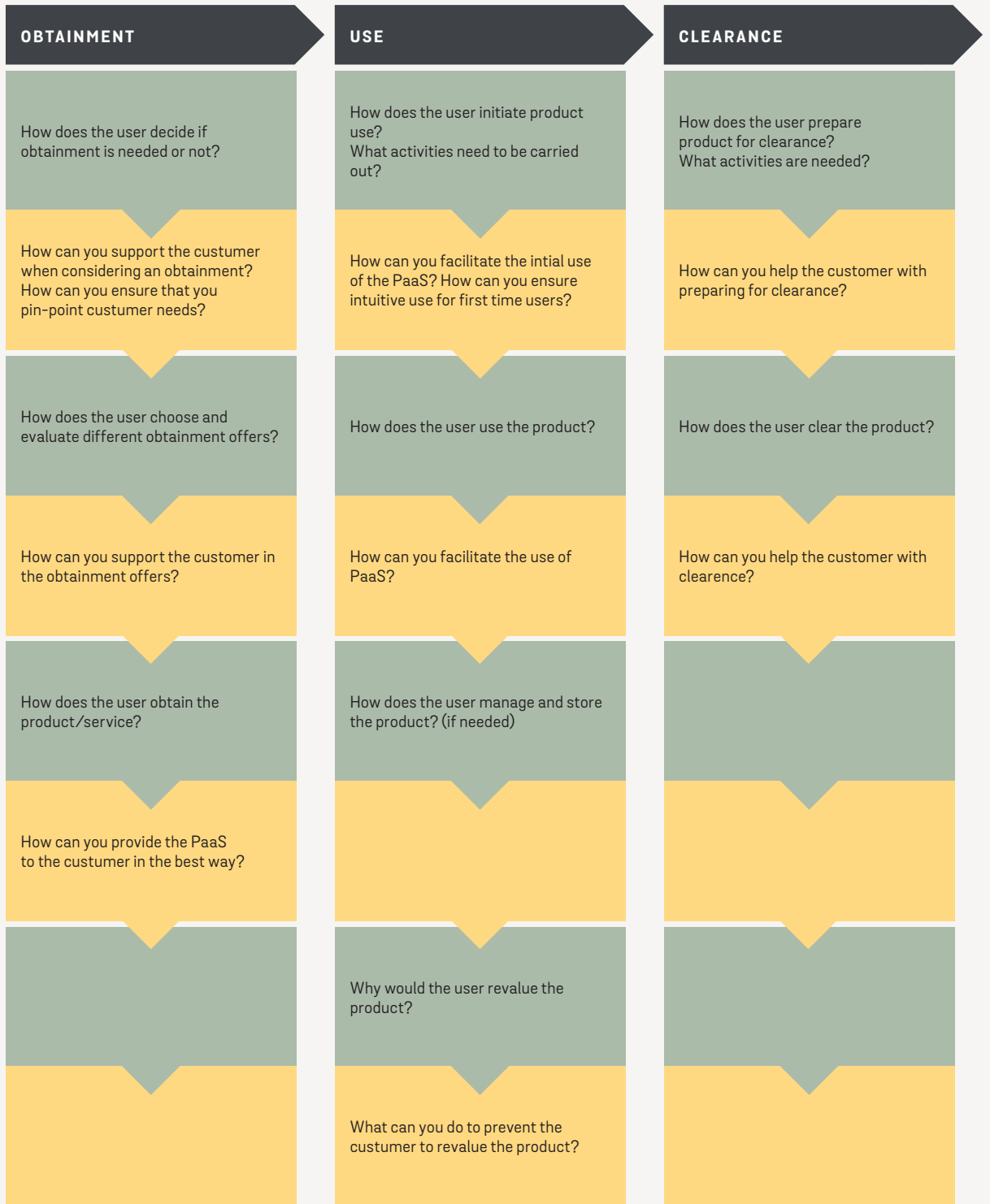| OBTAINMENT	USE	CLEARANCE
How does the user decide if obtainment is needed or not?	How does the user initiate product use? What activities need to be carried out?	How does the user prepare product for clearance? What activities are needed?
How can you support the custumer when considering an obtainment? How can you ensure that you pin-point customer needs?	How can you facilitate the intial use of the PaaS? How can you ensure intuitive use for first time users?	How can you help the customer with preparing for clearance?
How does the user choose and evaluate different obtainment offers?	How does the user use the product?	How does the user clear the product?
How can you support the customer in the obtainment offers?	How can you facilitate the use of PaaS?	How can you help the customer with clearence?
How does the user obtain the product/service?	How does the user manage and store the product? (if needed)	
How can you provide the PaaS to the custumer in the best way?		
	Why would the user revalue the product?	
	What can you do to prevent the custumer to revalue the product?	

■ Customer activities

■ Organisational activities