

The Customer Journey

Enterprise Enablement Toolkit

Introduction: The Enterprise Enablement Program

The Enterprise Enablement Program (EEP) bridges the gap between blockchain innovation and execution. We provide the expert-led pathway necessary to turn theoretical vision into practical, real-world adoption.

- **Unlock Opportunities:** Build future-ready infrastructure using enterprise-grade blockchain solutions.
- **Ensure Success:** Align leadership to guarantee pilots deliver measurable commercial value.
- **Charted Path:** Follow a predictable flow from foundational education to live pilots.
- **Reduced Risk:** Use replicable blueprints and vetted partners to accelerate implementation.

The exercise in this deck is a vital step in your journey. The curated activities in our toolkit replace guesswork with structured adoption, guiding your organization from initial ideation to a successful, real-world pilot.

The Customer Journey

Time: 120-240 min

Group Size: 4-6

Why and When to Use This Exercise

Customer Journeys help the team truly understand the customer experience step-by-step by mapping actions before, during, and after an interaction.

It is used once a specific persona and scenario are selected to identify friction points and moments where the current experience can be improved.

The Customer Journey

Quickstart Guide

Time: 120-240 min | Group Size: 4-6

Materials: Post-Its, Pens, Large Board

Why?
To truly understand the customer experience step-by-step.

1. Select a persona and scenario.
2. Map actions before, during, and after the experience.
3. Note touchpoints with your business, and what the persona says or thinks about them.
4. Track emotions with a curve or emojis.
5. Identify moments where the experience can be improved, and the areas and people responsible.

	Persona	Scenario	Goals & Expectations
Typical Journey	Define individual steps Forwards	While	Afterwards
Action			
Thinking	Quotes	Quotes	Quotes
Emotions	😊 ☹️		
Opportunities			
Area of Responsibility			

CARDANO VENTURE HUB

Workshop Name | [Month] [Year]
Adapted from dh-toolbook.com/tools

Materials You Need

- ❑ **Pens:** Fill in the observed and expected actions of the user but also try to write down some actual quotes or thoughts they might have. Color-code different emotions at various stages and friction points.
- ❑ **Template in A0:** This exercise works best if you can capture the whole journey on one large, visible sheet, including next steps for improvements and the people responsible at the end.
- ❑ **Sticky Notes:** For friction points and emotions, it can be useful to write them on colored sticky notes to keep them flexible. This way, you can easily move them around while discussing where exactly in the journey they are most likely to occur.

Best Practices

- ❑ **Adopt an "Outside-In" Perspective:** Strictly document actions from the user's viewpoint; focus on their goals and expectations rather than drifting off into company-related processes.
- ❑ **Audit for Silo Friction:** Use the "Area of Responsibility" section to pinpoint where hand-offs between different departments or systems create service gaps for the customer.
- ❑ **Identify Thinking-Doing Contradictions:** Contrast the "Action" and "Thinking" rows to uncover where a user's physical behavior might mask hidden internal anxieties or unmet needs.
- ❑ **Analyze the Hand-off Points:** Pay close attention to the transitions between "Forwards," "While," and "Afterwards," as these are often where the user's expectations most frequently **misalign** with the actual experience.

The Customer Journey

Time: 120-240 min

Group Size: 4-6

1. Select a persona and scenario.

	Persona	Scenario	Goals & Expectations
	Ayesha, owner of 'RetroWorks Ltd.', an SME specializing in restoring vintage British cars.	Ayesha needs five specific, out-of-production engine brackets for a batch of classic car restorations. The OEM has licensed the design files to an online market place. She intends to license and print them.	Goal: Acquire and create 5 authentic, certified parts. Expectations: Verified parts data, predictable costs, easy file acquisition, and trustless enforcement that guarantees five (and only five) perfect prints from the licensed data.
Typical Journey	Define individual steps Forwards	While	Afterwards
Action			
Thinking	Quotes	Quotes Quotes	Quotes
Emotions	😊 😞		
Opportunities			
Area of Responsibility			

Workshop:

Data:

Adapted from at: tealbooks.com/tools

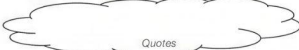


The Customer Journey

Time: 120-240 min

Group Size: 4-6

2. Map actions before, during, and after the experience.

	Persona	Scenario	Goals & Expectations 
	Ayesha, owner of 'RetroWorks Ltd.', an SME specializing in restoring vintage British cars.	Ayesha needs five specific, out-of-production engine brackets for a batch of classic car restorations. The OEM has licensed the design files to an online market-place. She intends to license and print them.	Goal: Acquire and create 5 authentic, certified parts. Expectations: Verified parts data, predictable costs, easy file acquisition, and trustless enforcement that guarantees five (and only five) perfect prints from the licensed data.
Typical Journey	Define individual stops Search & Discover Evaluate Options Forwards	Secure Licenses Prepare & Load Prepare & Load While	Print & Enforce Confirm & Verify Confirm & Verify Afterwards
Action	- Ayesha searches a classic car parts marketplace for specific engine brackets. - Finds an OEM-licensed digital file. Compares costs and availability.	- Ayesha creates an account and links a crypto wallet. - Purchases a 5-part license pack via a blockchain smart contract. - Downloads the encrypted design file and license token.	- Connects her secure printer. Authenticates the license file. - Prints 5 brackets. The blockchain ledger "consumes" one license per successful print. - Completes the 5th print. Final license is used. Inspects finished parts.
Thinking	 Quotes	 Quotes  Quotes	 Quotes
Emotions	 		
Opportunities			
Area of Responsibility			

Workshop:

Date:

Adapted from teachmean.com/track



The Customer Journey

Time: 120-240 min

Group Size: 4-6

3. Note touchpoints with your business, and what the persona says or thinks about them.

Persona		Scenario			Goals & Expectations		
Ayesha, owner of 'RetroWorks Ltd.', an SME specializing in restoring vintage British cars.		Ayesha needs five specific, out-of-production engine brackets for a batch of classic car restorations. The OEM has licensed the design files to an online marketplace. She intends to license and print them.			Goal: Acquire and create 5 authentic, certified parts. Expectations: Verified parts data, predictable costs, easy file acquisition, and trustless enforcement that guarantees five (and only five) perfect prints from the licensed data.		
Typical Journey	Define individual steps Search & Discover Evaluate Options Forwards	Secure Licenses	Prepare & Load	Prepare & Load	Print & Enforce	Confirm & Verify	Confirm & Verify
Action	- Ayesha searches a classic car parts marketplace for specific engine brackets. - Finds an OEM-licensed digital file. Compares costs and availability. Verified data is key. Is this file accurate? Quotes	- Ayesha creates an account and links a crypto wallet. - Purchases a 5-part license pack via a blockchain smart contract. - Downloads the encrypted design file and license token. Wallet setup was tricky, but now I have 5 confirmed prints. Quotes Encryption file accepted. Secure printer setup is next. Quotes			- Connects her secure printer. Authenticates the license file. - Prints 5 brackets. The blockchain ledger 'consumes' one license per successful print. - Completes the 5th print. Final license is used. Inspects finished parts. Perfect parts. Blockchain ledger updated and confirmed all 5 prints. Quotes		
Thinking							
Emotions	😊 ☹️						
Opportunities							
Area of Responsibility							



The Customer Journey

Time: 120-240 min

Group Size: 4-6

4. Track emotions with a curve and/or emojis.

Persona		Scenario		Goals & Expectations 
Ayesha, owner of 'RetroWorks Ltd.', an SME specializing in restoring vintage British cars.		Ayesha needs five specific, out-of-production engine brackets for a batch of classic car restorations. The OEM has licensed the design files to an online marketplace. She intends to license and print them.		Goal: Acquire and create 5 authentic, certified parts. Expectations: Verified parts data, predictable costs, easy file acquisition, and trustless enforcement that guarantees five (and only five) perfect prints from the licensed data.
Typical Journey	Define individual stops			
	Search & Discover	Evaluate Options	Secure Licenses	Prepare & Load
	Forwards		While	
Action	- Ayesha searches a classic car parts marketplace for specific engine brackets. - Finds an OEM-licensed digital file. Compares costs and availability.		- Ayesha creates an account and links a crypto wallet. - Purchases a 5-part license pack via a blockchain smart contract. - Downloads the encrypted design file and license token.	
	Verified data is key, is this file accurate? Onchain		Install setup was tricky, but now I have 5 confirmed prints. Onchain	
Thinking			Encryption file accepted. Secure printer setup is next. Onchain	
Emotions			Perfect parts. Blockchain ledger updated and confirmed all 5 prints. Onchain	
Opportunities				
Area of Responsibility				



The Customer Journey

Time: 120-240 min

Group Size: 4-6

5. Identify moments where the experience can be improved, and the areas and people responsible.

Persona	Scenario			Goals & Expectations					
Ayesha, owner of 'RetroWorks Ltd.', an SME specializing in restoring vintage British cars.	Ayesha needs five specific, out-of-production engine brackets for a batch of classic car restorations. The OEM has licensed the design files to an online marketplace. She intends to license and print them.			Goal: Acquire and create 5 authentic, certified parts. Expectations: Verified parts data, predictable costs, easy file acquisition, and trustless enforcement that guarantees five (and only five) perfect prints from the licensed data.					
Typical Journey	Define individual steps								
	Search & Discover	Evaluate Options	Secure Licenses	Prepare & Load	Prepare & Load	Print & Enforce	Confirm & Verify	Confirm & Verify	
	Forwards		While		Afterwards				
Action	- Ayesha searches a classic car parts marketplace for specific engine brackets. - Finds an OEM-licensed digital file. Compares costs and availability.		- Ayesha creates an account and links a crypto wallet. - Purchases a 5-part license pack via a blockchain smart contract. - Downloads the encrypted design file and license token.		- Connects her secure printer. Authenticates the license file. - Prints 5 brackets. The blockchain ledger "consumes" one license per successful print. - Completes the 5th print. Final license is used. Inspects finished parts.				
Thinking	Verified data is key. Is this file accurate? U14105		Wallet setup was tricky, but now I have 5 confirmed prints. U14105		Encryption file accepted. Secure printer setup is next. U14105		Perfect parts. Blockchain ledger updated and confirmed all 5 prints. U14105		
Emotions									
Opportunities	- Improve search filters for specific vintage car models and engine codes. - Provide high-resolution, interactive 3D file previews for design validation. - Implement verified user reviews showing successful prints with material data.		- Implement a fiat-to-license on-ramp to simplify the wallet setup and crypto complexity. - Build a proprietary, user-friendly slicing application that pre-authorizes licensed files. - Offer smart contract gas fee prediction to avoid transaction failures.		- Create direct API integrations with popular FDM/SLA printer brands for seamless printing. - Show real-time print status and license consumption feedback on the platform. - Issue a blockchain-verified digital or printable Certificate of Authenticity for each part.				
Area of Responsibility	- Marketplace Platform Team - UX/UI Design Team - Community Management Team		- Blockchain Engineering Team - Partner Integrations Team - Customer Support (Specialized in Slicer & Crypto issues)		- Printer Partner Relations Team - Quality Assurance Team (for print-ready files) - Content/Education Team (for specific print guides)				

Workshop:

Data:

Asuprmer Aum off foodsource.com/tru/s

Sources and Acknowledgments

The templates within this toolkit leverage established product and design methodologies, including Design Thinking, Lean Startup, Design Sprints, and others.

While these frameworks provide the foundation, we have specifically adapted and evolved these tools to address the unique features, challenges, and opportunities inherent to blockchain, decentralized technologies, and the Cardano ecosystem.

As such, we are sharing our toolkit **under a [CC BY 4.0 license](#). Trademark rights (or any other specified IP) of the Cardano Foundation are not covered by the CC license.**

Support the Creators:

As we have drawn inspiration from the pioneers of collaborative design, we highly encourage you to explore and support the creators of some of the original works which helped us in making this toolkit:

- [***The Design Thinking Playbook & Toolbox***](#) (Lewrick, Link, Leifer)
- [***IBM's Enterprise Design Thinking Toolkit***](#)
- [***Collaboration by Design***](#) (Coullomb, Collingwood-Boots)
- [***Tools from the Stanford d.school***](#)
- [***The Lean Startup***](#) (Eric Ries)





Thank you for using this toolkit!

If you want to learn more about EEP and explore collaboration opportunities, please **visit cardanofoundation.org or write to venturehub@cardanofoundation.org.**