User story map - by element

Motivation	Route to market	FTZs	Strategy and operations	Seeking buyers	Seeking sellers	Locating intermediaries	Country information	Compliance	Customs	Finance	Logistics	Networks	Sector information	Marketing and communications	Legal	Locating investors and investment opportunities	Competitor intelligence	Risk and risk management	Language and culture	Visas and immigration
I am inspired to think about internationalisation, and to act upon it.	Businesses conduct international commercial activities using the most effective and competitive routes to market.	Businesses are fully compliant with relevant FTZs.	I need to move stuff and people	Businesses find and successfully engage with the right opportunities.	Businesses find and successfully engage with the right sellers.	Businesses who would benefit from working with an intermediary do so, and are able to work with them successfully.	Businesses can access, understand and apply the relevant, accurate, reliable and up-to-date country information they need to succeed.	Businesses are fully compliant with relevant rules & regulations.	Assets (products, physical assets, etc.) of commercial interest to the UK are able to move swiftly, safely and cost-effectively across international borders.	Businesses successfully manage the financial aspects of international activities.	Assets (products or non-physical assets) and Personnel conducting activities of commercial interest to the UK are able to move swiftly, safely and cost-effectively, and successfully compliant in the world.	Businesses are plugged into experienced and influential networks worldwide that help them to succeed internationally.	Businesses can access, understand and apply the relevant, accurate and up-to-date sector information they need to succeed.	Businesses conduct successful marketing and communications activities worldwide.	Businesses are fully compliant with relevant rules & regulations.	Businesses find and successfully engage with the right investors.	Businesses understand their international competitive position, and can apply this knowledge in order to succeed.	Businesses conduct international activities safely, securely, and free from risk, threat or hazard.	Businesses operate successfully anywhere in the world, regardless of differences in language or culture.	Personnel engaged in activities of commercial interest to the UK are able to travel freely and conduct commercial activities anywhere in the world.

Increase my profit
Find new suppliers
Reduce my costs
Reduce my risks

Get the skills I need to understand the different route to market options
Find out about the different route to market options
Access information about different routes to market

Get the skills I need to understand the FTZs, relevant to me
Access other market about FTZs

Travel so I can secure and fulfil opportunities
Access risks around fulfilling an opportunity
Create a good business plan/internationalisation strategy
Get the skills I need to identify, secure, fulfil and verify potential opportunities
Use strategy and operations compliance systems easily
Understand why certain opportunities aren't secured
Comply with rules and regulations around opportunities
Find information on creating a good business plan/internationalisation strategy
Find information to evaluate potential opportunities
Find information on securing pricing, payment terms, pitching, pitch evaluation, negotiations, etc.

Access the right information about potential buyers
Find new buyers quickly
Get the skills I need to access potential new buyers

Access the right information to produce tender/RFQ/bid/quote.
Find new sellers quickly
Get the skills I need to access potential new sellers

Access information about the countries I want to operate in
Keep up to date with news about the countries that I want to operate in
Get the skills I need to conduct good country market research

Access information about compliance
Manage risks around compliance
Use compliance and grc processes/systems easily
Keep up to date with news about compliance
Get the skills I need to understand what's involved with being compliant

Manage risks around customs
Use customs compliance systems easily
Move consignments overseas quickly and easily
Get the skills I need to get my consignment across relevant borders
Access information about customs
Keep up to date with news about customs

Access funding
Access information about finance
Get the skills I need to manage the financial aspects of my business

Get the skills I need to manage my business logistics
Manage logistical risks
Keep up to date with news about logistics
Get information about logistics
Understand everything involved in moving assets/personnel/personnel to a given destination

Phase 2

Phase 3

Stay ahead of the competition
Expand outside intended markets
Connect with people
Satisfy on my business's value
Access new ideas
Access a flow of talent
Access unfiltered advice
Access unstaffed labour

Travel so that I can conduct activities associated with my chosen route to market
Manage risks associated with my chosen route to market
Comply with rules and regulations around route to market activities

Use FTZs/compliance systems easily
Manage risks around FTZs

Travel to meet new buyers

Travel to meet new sellers

Travel to meet new intermediaries
Find information on intermediaries
Find intermediaries
Assess new systems/risks/ca etc
Get the skills I need to work with an intermediary

Travel to explore new markets

Comply with financial rules and regulations
Manage financial risks
Use financial compliance systems easily

Connect with a wide range of networks
Ask opportunities to connect with my network
Access information about international and influential networks

Access information about the markets I want to operate in
Travel to meet with people in my sector
Keep up to date with news about the markets that I want to operate in
Get the skills I need to conduct good sector research

Conduct successful marketing and communications activities worldwide
Get the skills I need to conduct good marketing and communications activities
Manage risks around marketing and communications
Travel to conduct marketing and communications activities
Comply with rules and regulations around marketing
Access information on emarketing and communications
Keep up to date with news about marketing and communications

Manage risks around legal issues
Get the skills I need to understand the legal aspects of my business
Use legal compliance systems easily
Comply with relevant laws, rules and regulations
Access information about legal issues
Keep up to date with news about legal issues

Travel to meet new investors
Get the skills I need to successfully apply for investment
Find information on producing investment pitches and propositions
Find new investors and investment opportunities

Find my my competitive position internationally
Access competitor intelligence
Keep up to date with news about my competitors
Get the skills I need to conduct competitor research

Understand relevant risks
Access information about risks
Keep up to date with news about risks
Get the skills I need to research, understand and plan for risks

Get the skills I need to understand cultural and linguistic barriers that might affect me
Comply with language and cultural regulations
Use language and cultural compliance systems easily
Access information about language and culture
Keep up to date with news about language and culture
Feel confident doing business anywhere in the world
Be fluent in one or more languages other than English

Move safely across borders
Get the skills I need to understand visa and immigration rules, processes and policies
Manage risks around visas and immigration
Use visa and immigration compliance systems easily
Access information on visas and immigration
Keep up to date with news about visas and immigration