ProductPlan

Customer Journey Map | First Time User Experience

	Research	Sign Up	Learn	Build your first Roadmap			Subscribe
Actions	Visit Website	Register	Get Started	Roadmap	Planning Board	Parking Lot	Purchase
Customer Facing Interactions	Features Pricing Testimonials Learn Blog Support	Company & Account Info Google Authentication Welcome Message Welcome Email	Product Tour Intercom Chat Sample Roadmaps Free Webinar Video Tutorials Help / FAQs	Add/Edit Bars & Containers Add Lanes Customize Legend Set Dates & Timeline Style Add Milestones	Configure Cost/Benefit Set Column Weights Select Items to Score Rank Items	Add Items Import Spreadsheet Drag Items to Roadmap	Choose Plan & # of Editors Enter Billing Info Payment Confirmation
Pain Points, Obstacles & Objections	Difficult to tell how different products in the space compare Don't know if its right for them until they try it Some of this information is generic and not specific to my industry What exactly do I get with the Enterprise plan?	I want to invite my team to help me review this for the organization Do I have to give you my credit card? I still have some questions to answer	Can't bring the tour back after ending it Unclear next steps after signing up I want to start by importing my data Not enough sample templates are provided at the outset	Its unclear how much there is to learn. I dont' want to have to dig around in Help to figure out how to do 'x' I need a quick and easy way to get my data into the Roadmap	This method of scoring items is different than my typical process. I dont' want to have to dig around in Help to figure out how to do 'x'	I need a quick and easy way to get my data into the Parking Lot	Not enough time to evaluate, expires before I know it Its not clear how many days are left in the free trial
Insights & Opportunities	More targeted landing pages Updated features page graphics Interactive marketing widget Sign up directly from sample roadmap page Enterprise one-page PDF	Include top FAQs on sign up page Ask for more info about users during sign up to better tailor their FTUE Team Trials: Invite your team (from the sign up or during trial)	New Welcome Screen Major upgrade and Improved Tour First Roadmap: Start on Roadmaps Page First Roadmap: Add Example Roadmaps to Roadmaps page First Roadmap: Ask user how they'd like to start (New roadmap vs. example vs Import) Include a "Request Demo" button in UI	Embedded Hotspots: Add contextual info for some areas Embedded video tutorials Gamification - progress on trial (progress bar)	Embedded Hotspots: Add contextual info for some areas Embedded video tutorials Gamification - progress on trial (progress bar)	Embedded Hotspots: Add contextual info for some areas Embedded video tutorials Gamification - progress on trial (progress bar) Import JIRA Issues into Parking Lot	Big Subscribe button w/ # days remaining