

Customer Phase	Evaluator	Beginner	Regular	Champion																				
Customer Journey steps	Need arises	Research alternatives	Compare different alternatives	Decision to try	Understand how needs are met	Spending more time in product	Incorporating product into live workflows	Evaluating edge cases	Want to learn from others	Rely on product for key use case	Getting value each interaction	Exploring the depth of the product	Happy use and ownership over time	Redesign of product	Engaged superuser	Recommending								
Image																								
Explanation	I am experiencing a need that I have no solution to	Consider different ways to solve the need	Searching for a variety of products to solve my need	Deciding on giving this product a go	I understand the value I can get by using it this product and how it may solve my needs	I am exploring the features and functionality of this product to see how they make sense to my work	I am trying to fit service into real work situations and existing tech stack			I log in frequently to use the product and to explore it's features	By using the product I find additional ways to solve my needs	I am looking for ways to expand the use of the product, so I can get more value from it.	I consider this product essential in my work and would be very disappointed if I couldn't use it any more	I am happy with the way things are. And I do not appreciate changes in the product	I have an emotional connection to this product and would like to contribute to its success as it has for me	I am proud to be an advocate for this product and would love to tell others about it								
Development Customer needs	I need to be able to...		As a beginner I need to...			I need to understand how this product can be integrated into my current tech-stack or toolbox			As a regular user, I need to be able to...															
Customer Emotional State online purchase																								
Quote	" " " " " " " " " " " " " " " " " "																							
Experience																								
Thinking																								
Feeling																								
Insight Evidence																								
Analysis Main challenges	Hard to understand, to few help articles																							
On Stage Interactions Touchpoint Webb	Website Product pages		Website Pricing page		Onboarding online																			
Development Touchpoint App					in app signup		Onboarding in app																	
On Stage Interactions Touchpoint Support center					Frequently Asked Questions																			
Context Competitors and Substitutes				Other CRM systems																				
Backstage Our organizational objectives	Activation				Adopt				Adore				Advocate											
Description	Deliever an AHA-moment				Get users to fully adopt				Get users to enjoy working with product				Enjoy feeling like a partner											
Development Product focus areas	Guide to value and to the AHA-moment		Easy to sign up and register		Successful first visit		Easy to set up		Easy to complete key tasks		Reduce friction		Enable ongoing use		features that increase engagement		reduce friction		enable integration into customer's workflows		improving processes, removing points of friction, & continuing to deliver value-add features		invite to power-use features, and beta tests	
Development Marketing focus areas	Guide to value and to the AHA-moment				optimizing the product experience Reducing friction on the path to activation.				How to use the product effectively (and correct) from the start Use cases				New features, updates, and continued education. Introduce advanced features Use cases on how to advance				Engage regularly Invite to leave product reviews participate in case studies invite to be a reference for prospective customers				Identify opportunities for champions to influence new prospects			
Development Customer Success focus areas	Collecting and communicating customer pain points and insights about the customer's evaluator experience to product+ marketing				be ready to help via in-product support, opt-in walkthroughs, or a user-friendly help center								offering best practices & minimizing friction by getting ahead of users' questions				cultivating strong relationships with champions							
Backstage Metrics and Data																								
Development System CMS	Wordpress																							
Development System CRM	Intercom																							
Development System Market automation	Hubspot																							
Development Priority																								
Explanation	Low priority because....		Neutral priority because....		Hight priority because....																			
Development Objective / Vision	What is the objective of the improvement																							
Development Solutions and Ideas																								