

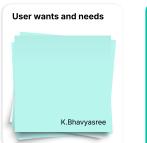
USER journey

- Awareness: Alex discovers your productivity app through an X post from a fellow designer praising its sleek design and time-saving features.
- Consideration: They visit your website, watch a quick demo video, and sign up for a 14-day free trial after seeing it integrates with Figma and Google Calendar.
- Decision: During the trial, Alex uses the app to manage a rush project—setting deadlines, tracking hours, and sending client updates.
 Impressed by the simplicity, they subscribe to the \$10/month plan.
- Usage: Alex customizes the app's dashboard with a dark mode and minimalist layout, using it daily to juggle multiple clients.
- Advocacy: After a month, they tweet about how the app "saved my sanity" during a busy season, tagging your startup.

Goals



- Primary Goal: Streamline their workflow to take on more clients and increase income without burning out.
 - •Secondary Goals:
- •Stay organized with deadlines and client communications.
- Build a stronger online portfolio to attract bigger projects.
 - Achieve a better work-life balance to spend time on personal creative pursuit



Wants and needs

- **Tech Usage**: Heavy user of design tools (Adobe Creative Suite, Figma), communicates via Slack and email, manages tasks with a mix of Google Calendar and sticky notes.
- Shopping Habits: Researches products thoroughly online, reads reviews, and prefers subscriptions with free trials over upfront purchases.
- Social Media: Active on Instagram (for portfolio inspiration) and X (for networking and industry trends).
- **Product Preferences**: Loves customizable interfaces, hates steep learning curves, prioritizes mobile accessibility since they're often on the go.



Pain points

- **Disorganization**: Juggling multiple clients leads to missed deadlines or forgotten follow-ups.
- **Time Management**: Struggles to estimate how long tasks take, often overcommitting to projects.
- **Tech Fatigue**: Frustrated by tools that promise efficiency but require hours to set up or learn.
- Income Instability: As a freelancer, inconsistent workloads make budgeting tricky—Alex needs tools that justify their cost.
- Creative Burnout: Too much admin work leaves little energy for personal art, which is a big motivator for them.