



DESIGN THINKING

Customer Journey Maps

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Create a sample customer journey map for a productivity product similar to Trello in a tabular format.



Stage	Description
Awareness	The customer first becomes aware of the need for a productivity tool when they are struggling to keep track of their tasks and projects. They may hear about the product through word of mouth or online search.
Research	The customer begins researching different productivity tools, including Trello and similar products, to find one that fits their specific needs and budget. They may read reviews and watch demos to learn more about the features and functionality of each tool.
Evaluation	The customer evaluates the different options and decides to give our productivity product a try. They sign up for a free trial to test out the features and see if it's the right fit for them.
Onboarding	The customer is provided with an onboarding experience that helps them set up their account, learn the basics of how to use the tool, and create their first project. They may also receive support and guidance on how to best utilize the features of the product.
Usage	The customer begins using the product on a regular basis to manage their tasks and projects. They may provide feedback and suggestions for improvements.
Retention	The customer continues to use the product over time and may upgrade to a paid plan. They may also recommend the product to others.