PROJECT DESIGN PHASE -II
CUSTOMER JOURNEY MAP

Phase of journey	Registration			Onboarding					First session		
Actions — What does the customer do?	Connect their Google account	Chose a plan	Confirm free trial	Goes through the training	Clicks on help icon	Adds a profile picture	Clicks on Learn more	Leaves feedback for the training	Open document	Edit & invite	Apply templates
Touchpoint — What part of the service do they interact with?	Free trial landing page	Email	free templates	Training interface	Account settings	Templates browser	Help Center materials		New document	Sharing settings	Templates browser
Customer Thought — What is the customer thinking?	I can use free templates	This is easy, I can sign up with my google account	Get i dont need to provide credit card details to get a free trial	Why are there so many Pop-ups?	Where do I start?	Educational materials are easy to follow	Why is the training so long	I love all the template examples that I can browse	Creating a document is really simple	Adding a team member is very simple	There are many templates to chose from
Customer Feeling — What is the customer feeling?		🥳				🙁				🥳	
Process ownership — Who is in the lead on this?		👩				👩🏾				🧔🏽	
Opportunities	Suggest trying an additional product	Give the user extra credits to spend on premium templates		Make the training shorter	Suggest templates straight away	Review the popups	Introduce NPS for Help Center		First document award /"Congrats" signal		Give extra points for adding teammates