

## User Stories

A prioritized user-story matrix mapping site areas to user personas, tasks, and desired outcomes, intended to facilitate prioritization and communication.

Priority	Applies to [area]	As a [type of user]
Must have	Knowledge Base	Visitor
Must have	Knowledge Base	Visitor
Must have	Knowledge Base	Visitor
Should have	Knowledge Base	Visitor
Nice to have	Knowledge Base	Visitor
Must have	Services link or subpage	Prospect
Must have	Services link or subpage	Prospect
Should have	Services link or subpage	Prospect

Must have	Ticket Support	Client
Must have	Ticket Support	Support Manager
Should have	Ticket Support	Client
Nice to have	Ticket Support	Client
Must have	Contact Page	Visitor
Must have	Help Me Decide modal	Visitor
Nice to have	Help Me Decide modal	Support Manager
Must have	Testimonials	Visitor
Must have	Direct link to page of guide	Visitor
Must have	Direct link to page of guide	Support Manager

Must have	Leave A Tip	Visitor
Nice to have	Leave A Tip	Support Manager
Nice to have	Support Optimization	Client

ended to guide acceptance criteria, estimates, and priorities.

I need [to do some task]	So that I can [get some result]
to browse categorized guides	find practical answers quickly and independently.
search results ranked by relevance with clear snippets	judge which guide will solve my problem before I open it.
access to suggested related guides and a clear path to contact support	get additional assistance when self-service isn't enough.
stable, shareable links to guides and specific sections	point teammates to the exact instructions.
recent searches and viewed guides surfaced	pick up where I left off.
a clear services page that lists managed services, consulting, and SLAs	quickly decide which offering matches needs.
a contact button on the services page that opens a form	start a conversation about potential onboarding or general information.
links from each service to relevant guides and testimonials	assess implementation effort and outcomes.

to create a ticket for an incident with fields for server, topic, severity, and description	get support to triage and meet SLA expectations.
tickets to map to SLA buckets automatically based on selected options	prioritize and enforce response targets
to update ticket with logs and comments and receive status updates	keep stakeholders informed without re-opening new tickets
to submit an RFC/RFI for a (managed) integration or feature with fields for server, topic, preferred delivery window, and description	have the support team review and schedule work.
a contact page that explains when to use tickets, Discord, or direct messages	choose the fastest and most appropriate channel
a floating action button that asks a few quick questions about my role and goal	am shown the most relevant guides and services
analytics on which flows users choose and where they drop off	refine the questions and content mapping
to see short, rotating testimonials on the services page with client name and role	gauge credibility quickly.
copy a direct link to a specific guide header	point teammates to the exact instructions.
copy a direct link to a specific guide header	direct the customer exactly to where the solution is described

to be prompted to leave a tip after my ticket is resolved	thank support for exceptional help
to see anonymized tip metrics and totals	understand recognition trends without exposing payer details
a dropdown of managed integrations and frequent topics	quickly select the right category and provide relevant details