

# **Customer Journey Maps for Creating a Blog Using WordPress**

## **Customer 1: Beginner**

### **Awareness**

This customer is aware of WordPress and knows that it can be used to create a blog, but they don't know where to start.

### **Consideration**

This customer is researching WordPress and trying to learn more about how to use it to create a blog. They are reading blog posts, watching tutorials, and asking questions on social media.

### **Decision**

This customer has decided to use WordPress to create a blog. They have chosen a domain name and web hosting provider, and they are ready to start installing WordPress.

### **Onboarding**

This customer is installing WordPress and setting up their blog. They are choosing a theme and plugins, and they are creating their first blog posts.

### **Usage**

This customer is using WordPress to create and publish new blog posts. They are also managing their blog's content and interacting with their readers.

## **Customer 2: Intermediate**

### **Awareness**

This customer is familiar with WordPress and knows how to use it to create and manage a blog. They are interested in learning more about advanced WordPress features and how to customize their blog.

### **Consideration**

This customer is researching advanced WordPress features and customization options. They are reading blog posts, watching tutorials, and asking questions on social media.

### **Decision**

This customer has decided to learn more about advanced WordPress features and customization options. They have purchased a premium WordPress theme or plugin, or they have hired a WordPress developer to help them.

### **Onboarding**

This customer is learning how to use the advanced WordPress features and customization options that they have chosen. They are also making changes to their blog to implement the new features and customization options.

### **Usage**

This customer is using advanced WordPress features and customization options to improve their blog. They are also creating and publishing new blog posts on a regular basis.

## **Customer 3: Experienced**

### **Awareness**

This customer is an experienced WordPress user. They are familiar with advanced WordPress features and customization options. They are also interested in learning about new WordPress developments and trends.

### **Consideration**

This customer is researching new WordPress developments and trends. They are reading blog posts, watching tutorials, and attending WordPress conferences.

### **Decision**

This customer has decided to implement new WordPress developments and trends on their blog. They may have purchased a new premium WordPress theme or plugin, or they may have hired a WordPress developer to help them.

### **Onboarding**

This customer is learning how to use the new WordPress developments and trends that they have chosen. They are also making changes to their blog to implement the new features and functionality.

### **Usage**

This customer is using new WordPress developments and trends to improve their blog. They are also creating and publishing new blog posts on a regular basis.

## **Requirements of Customers for Creating a Blog Using WordPress**

The following are some of the requirements of customers for creating a blog using WordPress:

Ease of use: Customers want WordPress to be easy to use, even for beginners.

Customization options: Customers want to be able to customize their blog to match their brand and style.

Features and functionality: Customers want WordPress to have a variety of features and functionality, such as the ability to create blog posts, pages, and menus.

Security: Customers want WordPress to be secure from hackers and other malicious actors.

Scalability: Customers want WordPress to be scalable so that their blog can grow as their traffic increases.

WordPress meets all of these requirements. It is easy to use, customizable, and has a variety of features and functionality. WordPress is also secure and scalable.

In addition to the above requirements, customers may also have specific requirements for their blog, such as the ability to sell products or services, or the ability to create a membership site. WordPress can be extended to meet these specific requirements through the use of plugins.

Overall, WordPress is a powerful and versatile CMS that can be used to create a variety of different types of blogs. It meets the requirements of customers of all skill levels, from beginners to experienced users.