

# User Journey Map: Enterprise Client Onboarding (Initial Setup)

Persona: Sarah, IT Director at MegaCorp (NexaCore's newest enterprise client).

Goal: Successfully provision 500 users and launch 3 critical automation workflows.

Date: 2025-08-01

| Stage           | Action (Sarah)   | Experience / Emotion  | NexaCore Team  | Key Pain Points   | Opportunities for Improvement  |
|-----------------|--|---|--|---|--|
| 1. Preparation  | Reviews setup documentation and collects necessary internal SSO details. | <b>Neutral/Anxious</b> - Hoping documentation is clear.                 | Sales/Customer Success provides the initial setup guide.   | Documentation is 3 years old; SSO field requirements are unclear. | <b>Opportunity 1:</b> Create a dynamic, searchable, and current self-service setup guide (Q1 2026 Initiative).     |
| 2. Provisioning | Attempts to integrate NexaCore with corporate Azure AD via SAML 2.0.     | <b>Frustrated</b> - Gets a cryptic SAML error message (Error Code 403). | Operations/SRE team (L3 support) is engaged after 4 hours. | Error messages are not actionable; requires a support ticket.     | <b>Opportunity 2:</b> Integrate AI Documentation Assistant to interpret error codes and suggest fixes immediately. |
| 3. Testing      | Provisions 5 pilot users and tests a simple 'Hello'                      | <b>Slightly Relieved</b> - Basic test works, but the latency            | Product team monitors latency metrics via                  | Initial regional data ingress latency is                          | <b>Opportunity 3:</b> Implement auto-scaling/pre-warm  |

|                                 |  |  |   |   |   |
|---------------------------------|--|--|---|---|---|
|                                 | World' workflow.   | <i>is high.</i>  | Datadog.  | higher than expected.   | ing of new regional data nodes (Project Zenith).  |
| <b>4. First Workflow Launch</b> | Designs and launches the critical 'Expense Report Vetting' workflow. | <b>Optimistic/Hopeful -</b><br><i>This is the moment of truth for the ROI.</i> | Customer Success actively monitors workflow health. | Workflow fails unexpectedly on the 50th item due to an unhandled data format. | <b>Opportunity 4:</b><br>Improve data validation logic and error logging in the workflow engine to surface the exact field failure. |
| <b>5. Post-Launch Review</b>    | Reviews the first week's performance report.                         | <b>Satisfied -</b><br><i>The workflow delivered time savings.</i>              | Sales/CS schedules a 1-week check-in call.          | Reporting dashboard lacks filtering flexibility for department-level data.    | <b>Opportunity 5:</b><br>Enhance reporting API to allow for detailed departmental filtering (Upcoming R&D task).                    |