

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.	Neutral/Anxious - <i>Hoping documentation is clear.</i>	Sales/Customer Success provides the initial setup guide.	Documentation is 3 years old; SSO field requirements are unclear.	Opportunity 1: 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.	Frustrated - <i>Gets a cryptic SAML error message (Error Code 403).</i>	Operations/SRE team (L3 support) is engaged after 4 hours.	Error messages are not actionable; requires a support ticket.	Opportunity 2: Integrate AI Documentation Assistant to interpret error codes and suggest fixes immediately.
3. Testing	Provisions 5 pilot users and tests a simple 'Hello	Slightly Relieved - <i>Basic test works, but the latency</i>	Product team monitors latency metrics via	Initial regional data ingress latency is	Opportunity 3: Implement auto-scaling/pre-warm

	World' workflow.	<i>is high.</i>	Datadog.	higher than expected.	ing of new regional data nodes (Project Zenith).
4. First Workflow Launch	Designs and launches the critical 'Expense Report Vetting' workflow.	Optimistic/ Hopeful - <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.	Opportunity 4: Improve data validation logic and error logging in the workflow engine to surface the exact field failure.
5. Post-Launch Review	Reviews the first week's performance report.	Satisfied - <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.	Opportunity 5: Enhance reporting API to allow for detailed departmental filtering (Upcoming R&D task).