

<div>jo</div> <div>Mark (The Product Manager)</div>					
Background	Goal	Search Query	Process	Key Results	Outcome
Mark works at a mid-size B2B SaaS company. His CEO wants to expand into adjacent markets, but Mark needs data-driven insights to justify the investment and identify the highest-impact opportunities.	Identify adjacent pain points that their existing customer base is experiencing to guide product roadmap expansion.	"SaaS customer onboarding abandonment"	<div><div><u>Initial Search:</u> Marcus finds 28 validated discussions about onboarding issues</div><div><u>Cross-Domain Discovery:</u> The system reveals unexpected connections:<ul style="list-style-type: none">Onboarding problems → Customer support ticket floodsSupport issues → Documentation inadequacyDocumentation problems → User retention dropsRetention issues → Pricing model confusion</div><div><u>Deep Analysis:</u> AI identifies that 43% of SaaS onboarding abandonment stems from unclear pricing during trial</div><div><u>Competitive Intelligence:</u> 89 companies reporting similar cross-domain pain patterns</div><div><u>Strategic Insights:</u> Opportunity to build pricing transparency tools as a separate product line</div></div>	<div><div><u>Primary Pain:</u> Users can't understand true costs until deep in trial period</div><div><u>Secondary Pains:</u> Onboarding → Support → Documentation → Retention → Pricing</div><div><u>Target Market:</u> 12,000+ SaaS companies with similar pain patterns</div><div><u>Validation:</u> 245 discussions across 15 different industry subreddits</div><div><u>Product Opportunity:</u> Pricing transparency platform as new product vertical</div></div>	Mark presents a data-backed proposal to expand into pricing transparency tools, supported by validated pain points from 245 real discussions. The executive team approves a 6-month exploration phase, and Mark uses the cross-domain insights to prioritize features that address the entire pain chain, not just surface symptoms.