

## Journey Stages

Growth → Consideration → Decision → Onboarding → Usage

## Thoughts

Should i renew or explore alternatives?

Which LMS fits my needs and budget?

Does this LMS solve my problem?Is it easy to use?

How do i set this up and get everyone on board?

Is everyone using this?Is it melting things easir?

## Pain Points

Overwhelming number of choices.Unclear differences in platforms.

Complexing pricing models.Lack of clarity in product differentiation.

Complicated trial process.slow or unclear support.

Steep learning curve.Lack of clear setup instruction.Unresponsive on boarding support.

Low user adoption.Complex reporting tools.Lack of system integration.

## Sentiment

worried

anxious

curious  
happy

tense

relieved  
excited

## Actions

1. Considering renewal or upgrade.  
2.Providing feedback.

1. Comparing features.  
2.watching demos.  
3. attending webinars.

1. Signing up for free trials.  
2.Contacting support.  
3.consulting internal team.

1.Setting up LMS.  
2.Adding content and users.  
3.Training users.

1.Creating and delivering courses,monitering learn progress.  
2.Adjusting based on feedback.