

# Authent - User Journey Map

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**Product:** Authent – Instant Document Validation SaaS

**Persona:**

- **Name:** Rajesh
- **Role:** Compliance Officer at a FinTech startup
- **Goal:** Quickly verify customer documents (ID, proof of address, invoices) to prevent fraud and accelerate onboarding
- **Frustrations:** Manual verification is slow, error-prone, and compliance logs are messy

## User Journey Map

Stage	User Actions	Thoughts	Emotions	Pain Points	Opportunities
<b>Awareness</b>	Receives recommendation; searches for document verification tools	"There must be a faster, more reliable way to verify documents."	Curious, Hopeful	Unaware of reliable SaaS options	Highlight speed, security, accuracy in marketing
<b>Consideration</b>	Visits Authent website; reads features & reviews; requests demo	"Will this really reduce my manual work?"	Interested, Slightly skeptical	Concerned about AI accuracy; unsure about integration	Offer trial/demo with sample documents; show AI accuracy metrics
<b>Onboarding</b>	Signs up; uploads first documents; explores dashboard	"Let's see if this is easy to use and trustworthy."	Cautious, Excited	Confusing UI or unclear instructions	Guided onboarding, tooltips, sample documents
<b>Usage</b>	Uploads documents; receives verification results; tracks audit logs	"This is much faster than manual checks. Can I trust every verification?"	Confident, Satisfied	Occasional false positives/negatives	Provide AI confidence scores, explanations, support chat
<b>Retention</b>	Uses Authent regularly; integrates with ERP/CRM;	"I can onboard clients faster and securely."	Relieved, Efficient	Need for batch uploads, API integration	Add bulk processing, seamless integrations,

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	monitors compliance logs				reporting features
<b>Advocacy</b>	Recommends Authent to other teams or companies	"This tool really saved us time and reduced risk."	Proud, Confident	None	Referral program, testimonials, case studies

## Key Insights

- Top User Needs: Speed, reliability, ease of use, auditability, integration
- Pain Points to Address: Accuracy perception, onboarding friction, document variety
- Opportunities for Growth: AI transparency, bulk uploads, API integrations, analytics dashboards