

UX Journey Map

END-TO-END USER EXPERIENCE ANALYSIS

Understanding how users think, feel, and act at every touchpoint

• AWARENESS

• CONSIDERATION

• ONBOARDING

• ENGAGEMENT

• ADVOCACY

DEFINITION

What Is a UX Journey Map?

A journey map is a visual narrative of a user experience with a product — from first contact to long-term loyalty.



Reveals **hidden pain points** and friction moments across the full experience

01



Centers design decisions on **real human behavior** and emotion

02



Aligns **cross-functional teams** around a shared understanding of the user

03



Surfaces **actionable opportunities** to improve retention and satisfaction

04



✕ Primary Persona driving this journey

Meet the User



Alex M.

32 · Product Manager

• Remote Worker

• High Tech Comfort



NAME & ROLE

Alex M., 32

Product Manager · SaaS company · 5 yrs experience



GOAL

Find and adopt a productivity tool that fits remote-team workflows



TECH COMFORT

High — uses multiple SaaS tools daily across design, project management & comms



FRUSTRATION

Overwhelmed by complex onboarding and fragmented UIs across tools



MOTIVATION

Save time, reduce friction, and look competent to stakeholders in every review

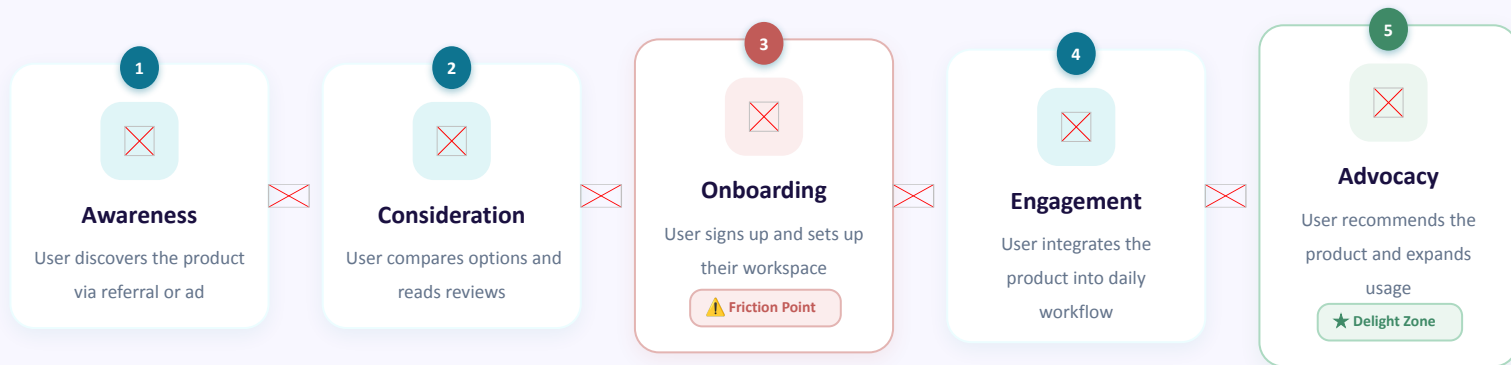


CONTEXT

Works from home, collaborates across time zones — values speed and clarity above all

The 5-Stage User Journey

From first impression to long-term advocacy



EMOTIONAL JOURNEY CURVE



Stage 1: Awareness

How the user first encounters the product

1 / 5



1 Sees a **LinkedIn post** from a trusted colleague sharing the product

2 Clicks a **targeted Google Ad** with a compelling headline

3 Lands on the **product homepage** — first real impression formed

4 Watches a **60-second explainer video** to understand the value



1 **Curious but skeptical** — "Is this really different from what I already use?"

2 Drawn in by a **clear value proposition** — the messaging resonates immediately

3 Wants **social proof** before committing — looks for reviews, case studies, logos

4 Current emotion state: **Interested** **Cautious**

EMOTION INDICATOR



NEUTRAL → POSITIVE

Negative

Neutral

Cautious

Interested

Delighted

Stage 2: Consideration

Evaluating the product against alternatives



Reads **G2, Capterra, and Reddit** reviews; compares 3 competing tools side-by-side



Watches **demo video** and requests a **free trial**



Reaches out to a **current user in their network** for a personal recommendation



Creates a **pro/con list** — price-to-value ratio is the **top concern**



Weighing the Options

User is actively comparing 3+ tools before deciding

FRICION POINT

Pricing page lacks transparency — user **almost drops off** at this stage.

DESIGN OPPORTUNITY

A **comparison table** or **ROI calculator** could convert hesitant evaluators significantly faster.

USER EMOTION

Neutral

Positive

Positive ✓

Stage 3: Onboarding

The make-or-break moment of the experience

1 Signs up with Google SSO — friction-free start



2 Greeted by a generic welcome wizard — feels impersonal



3 Struggles to find how to invite teammates — key feature is buried



4 Sends support chat message — waits 8 minutes for response



5 Eventually sets up first project — after 35+ minutes



USER EMOTION

FRUSTRATED

Positive

Neutral

• Frustrated

40%

of new users abandon
within the first session

35+

mins to first
project

8m

support wait
time

CRITICAL RISK



Highest drop-off risk stage — 40% of new users abandon within the first session if they cannot complete a core task.

Stage 4: Engagement

Daily use deepens familiarity and value perception



HABIT FORMATION

Day 7

Average time to first habit loop



FEATURE DISCOVERY

3–4x

Key features found through exploration, not tutorials



WORKFLOW SPEED

+28%

Self-reported productivity gain vs. prior tool



SENTIMENT SHIFT

Positive

User emotion moves from neutral to satisfied



Aha Moment Insight: Users who reach the aha moment by Day 3 are 2.4x more likely to become paying customers — making early value delivery the single most impactful retention lever.

Stage 5: Advocacy



“

I recommended it to my entire department.

It genuinely changed how we run standups.

”

— ALEX M., PRIMARY PERSONA — PRODUCT MANAGER, STAGE 5 ADVOCATE

ADVOCACY BEHAVIORS OBSERVED



Organic Referral Refers 2–3 colleagues organically within 60 days



Positive Review Leaves a positive review on G2 and LinkedIn



Plan Upgrade Upgrades from free tier to Pro plan

Advocates are the product's most valuable growth channel — and the end goal of every journey map.

Pain Points & Opportunities

Pain Points Identified

-  Opaque pricing deters trial sign-ups in Stage 2
-  Onboarding wizard is generic — no role-based personalization
-  Teammate invitation flow is buried 3 levels deep in settings
-  Support response time too slow during critical first-session moments
-  No in-app tooltips guide users to high-value features

Design Opportunities

-  Add interactive ROI calculator to pricing page
-  Build role-based onboarding paths for Manager, IC, and Admin
-  Surface Invite Team as a primary CTA on the dashboard
-  Implement a live-chat bot for instant first-session support
-  Introduce contextual tooltips and a progressive feature reveal system

Key Insights & Recommendations

Three strategic priorities emerging from the journey map



PRIORITY 01 Fix Onboarding First

The Onboarding stage is the **single highest drop-off risk** in the journey. A role-personalized wizard and a visible **Invite Team CTA** could reduce time-to-value from **35 minutes to under 10**.

 Highest Drop-Off Stage



PRIORITY 02 Accelerate the Aha Moment

Users who discover core value **within 3 days** retain at dramatically higher rates — **2.4× more likely** to convert to paid. Design for **early wins**, not feature exhaustion.

 2.4× Retention Multiplier



PRIORITY 03 Invest in Advocacy Loops

Delighted users in Stage 5 refer organically. Build **referral triggers** — in-app prompts and share flows — to turn satisfaction into **scalable, compounding growth**.

 Scalable Growth Channel