

# SaaS Onboarding Customer Journey Map

## Overview

This sample journey map outlines the key stages, actions, touchpoints, goals, and potential pain points for a new customer during SaaS onboarding.

Stage
Customer Actions
Touchpoints
Customer Goals
Pain Points

<b>Signup &amp; Account Creation</b>	<ul style="list-style-type: none"><li>- Visits website</li><li>- Fills out registration form</li><li>- Confirms email address</li></ul>	<ul style="list-style-type: none"><li>- Website landing page</li><li>- Signup form</li><li>- Email</li></ul>	<ul style="list-style-type: none"><li>- Create account quickly</li><li>- Easy process with few steps</li></ul>	<ul style="list-style-type: none"><li>- Long forms</li><li>- Confusing fields</li><li>- Delayed confirmation</li></ul>
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<b>Welcome &amp; First Login</b>	<ul style="list-style-type: none"><li>- Logs in for first time</li><li>- Reads welcome message</li><li>- Sets up profile</li></ul>	<ul style="list-style-type: none"><li>- Welcome email</li><li>- Dashboard</li><li>- Profile setup page</li></ul>	<ul style="list-style-type: none"><li>- Understand next steps</li><li>- Learn platform basics</li></ul>	<ul style="list-style-type: none"><li>- Overwhelmed by dashboard</li><li>- Can't find support</li></ul>
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<b>Product Tour</b>	<ul style="list-style-type: none"><li>- Completes guided walkthrough</li><li>- Watches intro videos</li><li>- Explores key features</li></ul>	<ul style="list-style-type: none"><li>- Product tour overlays</li><li>- In-app hints</li><li>- Tutorial videos</li></ul>	<ul style="list-style-type: none"><li>- Discover main features</li><li>- Build initial confidence</li></ul>	<ul style="list-style-type: none"><li>- Skipped steps</li><li>- Too much info at once</li></ul>
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<b>Initial Setup</b>	<ul style="list-style-type: none"><li>- Connects integrations</li><li>- Uploads data</li><li>- Configures settings</li></ul>	<ul style="list-style-type: none"><li>- Setup wizards</li><li>- Integration pages</li><li>- Help docs</li></ul>	<ul style="list-style-type: none"><li>- Smooth setup</li><li>- Quick access to features</li></ul>	<ul style="list-style-type: none"><li>- Technical jargon</li><li>- Missing help resources</li></ul>
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<b>First Success / Value</b>	<ul style="list-style-type: none"><li>- Completes first task</li><li>- Sees results/reports</li><li>- Invites team members</li></ul>	<ul style="list-style-type: none"><li>- In-app notifications</li><li>- Email confirmations</li><li>- Reports dashboard</li></ul>	<ul style="list-style-type: none"><li>- Achieve first value quickly</li><li>- See progress and results</li></ul>	<ul style="list-style-type: none"><li>- Not sure what to do next</li><li>- Low engagement</li></ul>
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<b>Ongoing Engagement</b>	<ul style="list-style-type: none"><li>- Receives tips &amp; reminders</li><li>- Contacts support</li><li>- Uses more advanced features</li></ul>	<ul style="list-style-type: none"><li>- Email</li><li>- Chat support</li><li>- Knowledge base</li></ul>	<ul style="list-style-type: none"><li>- Continual learning</li><li>- Long-term value</li></ul>	<ul style="list-style-type: none"><li>- Dropping usage</li><li>- Unanswered questions</li></ul>
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