

## BUSINESS GOALS

## PERSONAS

## IMPACTS

## DELIVERABLES

## USER STORIES

Increase annual **enterprise** subscriptions **by 25%** by Q3



Linda Kim



Persona name

Raise **NPS by 15%** by the end of the year



Henry Hicks

**Existing customer:**  
recommend the tool to other departments' leads or higher management

**New customer:**  
request a demo/ sign up for a trial

**Existing customer:**  
convert passives into promoters

Launch upsell/cross-sell marketing campaign describing benefits of the enterprise plan

Add more case studies/templates for customizing the tool for different departments

Add a welcome message with the direct link to booking a demo with a calendar view

Easy sign up and invite options

Follow up with passives for more feedback

Offer a demo or some training materials to make sure they use the software to the fullest

Engage passives as beta testers for a new version/feature

As a potential Enterprise customer, I want to clearly see the benefits of the Enterprise subscription for my company

As a potential Enterprise customer, I want to make sure that all the departments will benefit from using software

As a potential Enterprise customer, I want to quickly schedule a demo when it best suits me

As a potential Enterprise customer, I want to easily sign up for a trial and invite my colleagues to collaborate

As a user, I want to be more engaged by sharing my feedback about the software

As a regular user, I want to be aware of all the possibilities and features of the software

As a user, I want to participate in beta testing of new versions/features that I have previously requested