

52 USER STORY EXAMPLES FOR SAAS & B2B WEBSITES

plus 70 solutions to implement



What is it that your users want?

Hej 🙋

Solving the problems of your audience is one of the best way to build trust. We've identified 50 user story patterns & 67 potential website features to alleviate your users' concerns, from generating leads to building traffic.

This PDF compiles three years of experience working in Agile with B2B & SaaS website marketing teams and writing **hundreds** of user stories.

I would recommend to pick a few that apply to you, and then researching if that's *really* the case among your audience. But feel free to use them "as is" and get straight to the implementation.

Happy iterating!

Dawid

GENERATE TRAFFIC

Marketing Director

- 💡 As a marketing director I want to reach more people so that I can raise brand awareness.
- 💡 As a marketing director I want to rank higher in search engines so that I can increase our visibility.
- 💡 As a marketing director I want links to look appealing on social media so that I can increase the click-through rate.
- 💡 As a marketing director I want to decrease the cost-per-click for paid ads so that I can optimise the marketing spend.

Solutions

- ✓ Improve the performance
- ✓ Add internal links
- ✓ Work on technical SEO
- ✓ Set up Open Graph
- ✓ Track audiences for retargeting
- ✓ Configure Analytics to track the source of visits

NURTURE AND CONVERT LEADS

Marketing Director

- 💡 As a marketing director I want to connect with my audience so that I can make them attached to our brand.
- 💡 As a marketing director I want to convert middle-of-the-funnel visitors so that they can continue their journey.
- 💡 As a marketing director I want to increase conversions so that I can get more leads.
- 💡 As a marketing director I want to increase conversions so that I can generate more revenue.
- 💡 As a marketing director I want to market to existing customers so that I can increase their LTV.
- 💡 As a marketing director I want to upsell products so that I can increase the average cart value.

Solutions

- ✓ Comment section
- ✓ Message board
- ✓ Collect webinar signups
- ✓ Collect webinar signups
- ✓ User-generated content
- ✓ Promote downloadables
- ✓ Design split tests
- ✓ Gather user feedback
- ✓ Moderate user tests

**LEARN ABOUT THE
PRODUCT/SERVICE**

End User

- 💡 As a user I want to know the benefits so that I can decide if they address my problems.
- 💡 As a user I want to know the features so that I can decide if they are right for me.
- 💡 As a user I want to see what happens after I make the purchase so that I can set my expectations.
- 💡 As a user I want to talk to a person so that I can clarify questions about the product.
- 💡 As a user I want to know if the product is as good as they say it is so that I know I can trust it.
- 💡 As a user I want to know the features so that I can decide if they fit my needs.
- 💡 As a user I want to read case studies so that I can learn if the product/service is valuable to me.

[Learn about the product/service »](#)

Solutions

- ✓ [Reviews](#)
- ✓ [Schedule a demo](#)
- ✓ [Product screenshots](#)
- ✓ [Testimonials](#)
- ✓ [Documentation](#)
- ✓ [Tutorials](#)
- ✓ [Video content](#)
- ✓ [Comparison table](#)
- ✓ [Features table](#)

TRUST THE COMPANY

End User

- 💡 As a user I want to trust the company so that I can take advantage of their offering.
- 💡 As a user I want to read about the company's values so that I can see if they align with mine.
- 💡 As a user I want to find out the company's history so that I can verify if they are a legitimate and trustworthy business.
- 💡 As a user I want to meet the team so that I can verify their experience.
- 💡 As a user I want to learn what other people think about the company so that I can understand if they are reliable.

Solutions

- ✓ Reviews
- ✓ Feature team members
- ✓ A section on sustainability
- ✓ Testimonials
- ✓ A company history timeline
- ✓ Press mentions
- ✓ Video content
- ✓ Employee stories
- ✓ Schedule a “meet a team member” call

CONTACT THE COMPANY

End User

- 💡 As a user I want to get in touch so that I can work with the company.
- 💡 As a user I want to send a comment so that I can help them serve me better.
- 💡 As a user I want to submit a complaint so that I can give the company an opportunity to do good by me.
- 💡 As a user I want to download a media kit so that I can use it in my own content.
- 💡 As a user I want to find out about warranty so that I feel confident investing my money
- 💡 As a user I want to ask about the early contract termination so that I can consider all options
- 💡 As a user I want to handle business over the phone so that I feel more comfortable in doing so.
- 💡 As a user I want to report a technical issue with the website so that next time I visit it's not there
- 💡 As a user I want to urgently talk to someone so that my problem gets addressed ASAP

[Contact the company »](#)

Solutions

- ✓ Booking calendar
- ✓ Contact form
- ✓ CRM integration
- ✓ Social media links
- ✓ Support ticket system
- ✓ Live chat
- ✓ Message board
- ✓ Floating feedback button

MAKE A PURCHASE

End User

💡 As a user I want to see the price so that I can decide whether it's value for money.

💡 As a user I want to see the price so that I can check if it's within my budget.

💡 As a user I want to see the price so that I can compare it with the competition.

💡 As a user I want to see the payment options so that I can decide if they work for me.

[Make a purchase »](#)

Solutions

- ✓ ROI calculator
- ✓ Pricing table
- ✓ Cost calculator
- ✓ Contact sales
- ✓ Checkout

VIEW JOB OPPORTUNITIES

End User

- 💡 As a user I want to learn more about their team so that I can decide if I fit in.
- 💡 As a user I want to learn about the work benefits so that I can verify them against my needs.
- 💡 As a user I want to learn about the job openings so that I can apply for a relevant role.
- 💡 As a user I want to apply for a job so that I can work for you.

Marketing Director

- 💡 As a marketing director I want to showcase our talent so that people want to be part of our company

[View job opportunities »](#)

Solutions

- ✓ Feature team members
- ✓ Custom job listings
- ✓ Employee stories
- ✓ Schedule a call with a team member
- ✓ Social media links

DISCOVER INDUSTRY INSIGHTS

End User

💡 As a user I want to analyse the industry statistics so that I can make educated decisions.

💡 As a user I want to know the trends so that I can plan better.

💡 As a user I want to read the latest news so that I can see if the company is a thought leader.

💡 As a user I want to browse events so that I can attend them.

💡 As a user I want to see which events your employees are attending so that I can meet them.

Marketing Director

💡 As a marketing director I want to showcase our talent so that people want to be part of our company.

💡 As an admin I want to restrict access to content so that it's exclusive.

💡 As an admin I want to approve comments so that I can avoid low-quality input.

💡 As an admin I want to host user-generated content so that I can publish community insights.

💡 As an admin I want to notify users about news so that they can stay on top of things.

Solutions

- ✓ Tables
- ✓ Graphs
- ✓ Calculators
- ✓ Account system
- ✓ Comments
- ✓ Blog
- ✓ Event calendar
- ✓ Info bar
- ✓ Member area
- ✓ Message board
- ✓ Guest post interface
- ✓ SMS alerts
- ✓ Popups
- ✓ Newsletter sign up
- ✓ Browser notifications

SEE A PRODUCT DEMO

[See a product demo »](#)

End User

💡 As a user I want someone to show me around the product so that I don't feel as lost as I am now.

💡 As a user I want to trial the product so that I am more confident that it works for me.

💡 As a user I want to see the product insights so that I can better understand it.

💡 As a user I want to see a working product so that I have a tangible proof that it actually works.

[Solutions on the next page ↓](#)

[See a product demo »](#)

Solutions

- ✓ Booking calendar
- ✓ Video
- ✓ Product animations
- ✓ Product pictures



FUTURE-PROOF WEBSITES THAT EFFECTIVELY COMMUNICATE WITH YOUR ACTUAL TARGET MARKET

We collaborate with **marketing leaders** to solve **crippling** web design challenges.

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