

3 TYPES OF

AHA MOMENTS

ACCORDING TO
GITLAB



USER-LEVEL AHA

The user has tried the product, found that it solves a problem and has discovered useful features. This User-Level AHA Moment is great, but not always enough. In fact, it's usually just the starting point.



TEAM-LEVEL AHA

Most B2B products have a team element that has to do with collaboration. The original user invites three team members to join the platform, and they begin to collaborate. They realize that they are able to collaborate more easily and save time because they don't need to do multiple things in multiple places.

That's their AHA Moment as a team. At this stage, however, they might still be using the free version, so there's another activation step to go.





ORGANIZATION-LEVEL AHA

Once a team has experienced success with a product, they might take on the role of internal champion – pitching the product to their manager (or other decision maker) as a solution to be used across the whole company.

At this level of activation, the customer has reached the moment of understanding that the paid option is worth the money in terms of the ROI it will deliver.