

PROJECT DESIGN PHASE II  
( USER / CUSTOMER JOURNEY MAP )

DATE	8 October 2022
TEAM ID	PNT2022TMID42536
PROJECT NAME	Personal Assistance For Seniors Who Are Self Reliant

User journey

by the Design Team of Accenture Interactive NL

People

2-9

Time

30 min

Difficulty

Beginner

Creating a user journey is a quick way to help you and your team gain a deeper understanding of who you're designing for, aka the stakeholder in your project. The information you add here should be representative of the observations and research you've done about your users.

stage	Awarness	Consideration	Decision	service
1 customer action	<div>view online ad,see social media hear about from friends</div>	<div>conduct research,research competitors ,compare features</div>	<div>set alarm</div>	<div>achive service contact patient service</div>
2 Touch point	<div>social awarness</div>	<div>website,social media</div>	<div>mobile app</div>	<div>detect alarm</div>
3 Customer experience	<div>intrested hesitant</div>	<div>curious excited</div>	<div>excited</div>	<div>frustrated</div>
	<div>no fo people used</div>	<div>never website visitor</div>	<div>app rating</div>	<div>increase customer service satisfaction</div>
4 patient goals	<div>increase awareness intrest</div>	<div>increase user friendly</div>	<div>increase conversion to each other</div>	<div>increase patient satisfaction</div>

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