

# User journey

by the design team at Redbus Travel Ltd



## Phases

High-level steps your user needs to accomplish from start to finish

Login  
register

Get the  
email

Analyse  
expenses

Logout their  
application

## Steps

Detailed actions your user has to perform

Visit website  
or app

Connect  
your bank  
account  
number

Tracking  
income and  
expenses

Set a limit for  
the amount to  
be used for  
particular  
month

Email  
confirmation

Email  
reminder

Get better  
understanding  
of expenses

Payments  
and  
invoices

Experience  
the  
application

Leave the  
application

Prompt  
for review

## Feelings

What your user might be thinking and feeling at the moment



Easy to  
maintain  
their  
application

Access  
anywhere,  
anytime

No more  
data loss

Notifications  
help  
positively

Better  
spending  
awareness

Easy  
alert

They can  
able to track  
their account  
details

They can  
maintain to  
account  
details safety

Time is  
saved

People are  
leave their  
application  
feeling refreshed  
and inspire



Person who is  
building system  
must have some  
technical  
knowledge

Feeling  
Insecure

More notifications  
less overwhelming

Notifications  
are  
disturbed

A little bit  
confused

Fear about  
security

A little bit  
bored

Little bit  
stressed

## Pain points

Problems your user runs into

Not knowing  
where to start,  
what type of  
content/  
transactions?

Uneducated  
people feels  
difficult

Intimidation of  
checking  
mails

Difficult to  
see all  
emails

Unsure

Lost of time  
to see all the  
information

Sometimes  
troubled

Apathetic

## Opportunities

Potential improvements or enhancements to the experience

Improved  
financial  
security

Tracking  
financial  
programs

Encourage  
and  
increase  
saving

Feedback  
feature