

User journey

by the Design Team of Accenture Interactive NL




People
2-4



Time
40mins



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. 

1 Phases

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

Installation

Register

Processing

Feed back

2 Steps

Detailed actions your user has to perform

Google
play Store

App store

Microsoft
store

Login

Choose the
payment
Package

Access daily
plan

Direct app
viewing

Monitoring

Experiencing
the app

Review User
Activity

3 Feelings

What your user might be thinking and feeling at the moment



New
Beginning

Technology
Improvement

asurity

Healthy way
fitness

No more
health
issues

Timing
diet
chart

Physical
activity

diet
conscious

Hydrating

Get proper
Result



Need
internet
connection

Phone
Storage

Regular
Checking

Regular
Exercise!!

Is this worth
for wealth!!

Avoid
favorite &
junkfoods!

Consistent
Notification

Avoid
Favorite
snacks

Managing
Time

Cannot use
after
Subscription
end

4 Pain points

Problems your user runs into

It's a app
they need to
install

It's not free

Feeling
tedious
sometimes

Sometimes
missing
Daily
Routine

5 Opportunities

Potential improvements or enhancements to the experience

Chances to
gain weight

Chance to
lose weight

chances to
maintain
fitness

To Groom
their selves

Updating
daily feed

Get the
result as we
want

Learn to
maintain
their health

Share your feedback

Accenture Interactive