

# 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. [🔗](#)

## 1 Phases

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

Create the user account

Verify account creation through mail or message

Select the topic of interest on which the customer likes to receive updates about

Receiving notifications based on customer's interest

## 2 Steps

Detailed actions your user has to perform

User mobile number or email to create account and setting up the profile

Verifying the creation of account through OTP

Selecting relevant topics from the category

Setting up of notifications and timer.

## 3 Feelings

What your user might be thinking and feeling at the moment



It is easy to create account with mobile number

It is very easy to keep track world.

It easily spreads awareness about an issue

I can use this app to spread useful information



Is it secure to include my personal details here?

Is it necessary to keep track of each and every news

Does it make me over cautious about any issue

Am I spreading the right kind of information

## 4 Pain points

Problems your user runs into

Not being able to record the expense at any moment due to server down or other issues

App takes time to load , Cannot access the app on the go

if there is only mobile version , it's not convenient to access where ever we need

Not being able to record expenses quickly

## 5 Opportunities

Potential improvements or enhancements to the experience

Giving mobile and website version to keep it readily accessible

Creating lighter version of app to avoid high boot-up time and crashing

Creating an automatic system to figure out unnecessary expenses by machine learning

Creating interface in such a way that it provides quick add features

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