

User journey



by the Design Team of Accenture Interactive NL

People
2-9

Time
30 min

Difficulty
Beginner

1 Phases

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

CURIOSITY

UPLOAD
HANDWRITTEN
IMAGES OF
DIGITS

RECOGNIZE
DIGITS

OUTPUT

2 Steps/ Touchpoints

Detailed actions your user has to perform

LOOKING
FOR
SOFTWARES

LOOKING
FOR
WEBSITES

SEARCH OF
ACCURATE
PICTURES

CHOOSING
THE BEST
ONE

UPLOADING
THE IMAGES

SUBMISSIO
N OF THE
IMAGE

PROCESSIN
G THE
DIGITS

DISPLAY OF
RECOGNIZER
DIGITS

DISPLAY OF
CORRECTLY
RECOGNIZE
R DIGITS %

3 Feelings

What your user might be thinking and feeling at the moment



EAGER

CURIOUS

EXCITED

EAGER

SATISFAC
TION

SUPRISE



CONFUSED
ABOUT
PRECISION

RESOURCE
CONSTRAIN
TS

PANIC

FEAR OF
LOSING
ACCURACY

4 Pain points

Problems your user runs into

DIFFICULTY IN
LOOKING FOR
PRODUCTS OR
LOSING PATIENCE

CHOOSIN
G THE
BEST ONE

ACCURACY
OF
PRODUCT

TIME
CONSTRAINT
S

COMPLE
X PROCES
S

RATE OF
ACCURACY

5 Opportunities

Potential improvements or enhancements to the experience

AVAILABI
LITY OF
PRODUCTS
IN MARKET

USER
FRIENDLY

COMPLEXI
TY

RESPONSE
TIME

CORRECT
LY
RECOGNIZE
D DIGITS

TIP
Click on the + outside the
border of the table to add
additional rows and columns.

Share your feedback