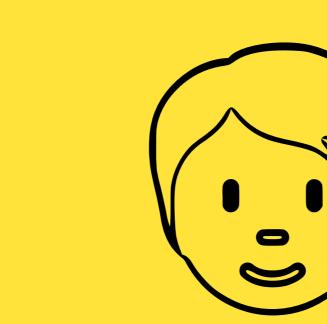
User journey

by the Design Team of Accenture Interactive NL







3

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. \wp

O Phases High-level steps your user needs to accomplish from start to finish	Awareness Phase	Consideration Phase	Purchase/Decision Phase	Retention Phase & Advocacy Phase
2 Steps Detailed actions your user has to perform	Most prospective customers start at the awareness phase, where a user has a problem or need and looks for an answer. At this point, customers mostly seek educational content about services that could solve their problems. These customers prefer educational thought leadership over promotional or product-oriented insights, so organizations shouldn't aggressively push products on customers	During the consideration phase, customers compare one organization's offerings to its competitors. Blog content, success stories, email nurturing campaigns and webinar or event registrations can help organizations continue engaging with audience members. As CX teams engage with customers, they can reinforce the features their products and services offer, so consumers can better understand their benefits. Prospects in this phase may actively engage with brands they already consider. As CX teams engage with customers, they can reinforce the features their products and services offer, so consumers can better understand their benefits. Prospects in this phase may actively engage with brands they already consider.	The first two phases weigh heavy on marketing teams, as they continuously capture and nurture leads. If someone who engages with a brand makes it to the decision or purchase - phase, they become a marketing-qualified lead ready to engage with sales or support engineers. Sometimes, people enter the customer journey in this phase if they initially request demos, ask for quotes or want to speak to a sales representative. These individuals may fill out a business's contact form or other conversion points lower in the sales funnel, including a paid campaign that targets the bottom end of the funnel. People at this stage commonly have a short list of companies they would buy from, so a good sales process and successful case studies give an organization an edge over its competition. An introduction to an existing customer as a reference also enables discussions between peers outside of the sales process. And, within the sales process, good relationships and rapport can set brands apart.	Often, sales representatives make the sales, onboard the customers and wait until renewal time or a cross-sell opportunity arises to engage with them again. However, and the customers to customers to communicate company or product advancements to customers. Organizations could also hold regular training sessions for their products or training sessions for their products or purchase decisions based on
3 Feelings What your user might be thinking and feeling at the moment	Being optimistic,it will cure half of their problem(mentally) Always maintain a good circle around you.	Dont make yourself inferior by comparing others.Instead of that believe in the process of recovery.	Encourage yourself that I can survive through this tough situations.	Always have the positive mindset of "I can & I will"
	Pessimistic thought of their illness. Avoid people making fun of your health conditions.	Dont ask or refer any negative opinion.	Dont lose hope.	Mostly avoid the major factors that can able to cause problem to your health.