User journey

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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. 🔎



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| **1 Phases**  High-level steps your user needs to accomplish from start to finish | Awarness Phase | consideration Phase | Purchase/Decision Phase | Retention Phase & Advocacy Phase |
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| **2 Steps**  Detailed actions your user has to perform | Most important iin They should be The people should be heart diseases is aware of diseases aware by taking creating awarness by seeing doctors guidinance of other  to the peoples by or seeing specialist in this field  explaining the which would help  seriousness of awarness them to avoid or  overcome from  diseases programs diseases. | A person can experience Some people may feel Some people breathing difficulties before faint, dizzy, or experience or during a heart attack. lightheaded.This can  Shortness of breath can be due to poor blood gastrointestinal  occur due to increasing circulation, or it can symptoms when  pressure in the heart or as a be a direct result of  symptom of the blockages the symptoms of the they are having a  in the blood vessels  blockage heart attack | if prescribed. If you think Push hard and fast  you're having a heart on the center of the  attack and your health person's chest in a  care provider has  previously prescribed fairly rapid rhythm  nitroglycerin for you, take about 100 to 120  it as directed while compressions a  waiting for emergency  medical help minute | People should follow healthful balanced diets, remain active throughout their lives, never smoke, and seek health care regularly |
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| **3 Feelings**  What your user might be thinking and feeling at the moment | Avoid trying to fix Talk to your  every problem at  once, if possible. doctor  Focus instead on Frequently  changing one  existing habit | Identify the sources of stress in your life and look for ways to reduce and manage them | Improving your mental health after a heart attack can help prevent future attacks | Finding ways to reduce stress |
| A psychologist can also help clarify the diagnosis of depression and work with the physician to devise a suitable treatment program. | Enlist the support of friends, family, and work associates. Talk with them about your condition and what they can do to help | Finding sources of inspiration and motivation | Checking in on how you are feeling several times each day |
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| **4 Pain points**  Problems your user runs into | Most heart attacks involve discomfort in the center or left side of the chest that lasts for more than a few minutes or that goes away and comes back | The discomfort can feel like uncomfortable pressure, squeezing, fullness, or pain | Pain or discomfort in the jaw, neck, or back | Feeling weak, light-headed, or faint. You may also break out into a cold sweat. |
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| **5 Opportunities**  Potential improvements or enhancements to the experience | Give a set of solutions related to the problem statements that act as a guiding  principles and gives basic knowledge to the people | Emotions shapes the attitude that drive decisions. customers become closely connected because they are Emotionally attatched and they remember how they feel when they use a production service. | Predict or known the customer feedback/result | Use a correct  **TIP**  dataframe or Click on the + outside the  framework to border of the table to add  additional rows and columns.  achieve the solution . |