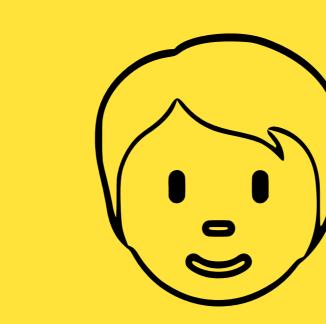
## User journey by the Design Team of Accenture Interactive NL







Time 30 min



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.  $\wp$ 

Phases gh-level steps your user needs to complish from start to finish	Awareness	Consideration	Purchase	Retention
2 Steps Detailed actions your user has to perform	Understand platform themselves  Read about the working and understand that ML is applied  Seek guidance of medical preofessionals	Pro Con list  Look at other possible solutions	Use product  Try and explore  Discuss insights with others, professionals	Decide to renew/ stop  Try competitors' products  Customer care support is used
3 Feelings What your user might be thinking and feeling at the moment	This seems like a nice novel idea	We can try it, what harm?	Let's try it out, seems exciting!	I can save money periodically rather then seeing Dr everytime I get tested
	Seems complex, will it deliver as promised?	Isnt it better to just see a Dr instead?	All these insights     are just a     prediction? Its     not 100%     accurate, did i     waste money?	Ill try something else, too complex.