

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

2 Steps

Detailed actions your user has to perform

3 Feelings

What your user might be thinking and feeling at the moment

4 Pain points

Problems your user runs into

5 Opportunities

Potential improvements or enhancements to the experience

