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 | Awareness Phase | Consideration Phase | Purchase/Decision Phase | Retention Phase & Advocacy Phase |
|  | | | | |
| **2 Steps**  Detailed actions your user has to perform | Most prospective At this point, These customers prefer customers start at the customers mostly educational thought awareness phase, seek educational leadership over  where a user has a promotional or product-  problem or need and content about oriented insights, so  looks for an answer. services that could organizations shouldn't  solve their aggressively push  problems. products on customers | During the consideration As CX teams engage with As CX teams engage with  phase, customers compare customers, they can customers, they can  one organization's offerings to reinforce the features their reinforce the features their  its competitors. Blog content, products and services offer, products and services offer,  success stories, email so consumers can better so consumers can better  nurturing campaigns and understand their benefits. understand their benefits. webinar or event registrations Prospects in this phase may Prospects in this phase may can help organizations actively engage with actively engage with  continue engaging with brands they already brands they already  audience members. consider. consider. | The first two phases weigh Sometimes, people enter the People at this stage commonly have heavy on marketing teams, as customer journey in this phase if a short list of companies they would they continuously capture and they initially request demos, ask buy from, so a good sales process  for quotes or want to speak to a and successful case studies give an  nurture leads. If someone who sales representative. These organization an edge over its  engages with a brand makes it individuals may fill out a competition. An introduction to an  existing customer as a reference  to the decision -- or purchase - business's contact form or other also enables discussions between  - phase, they become a conversion points lower in the peers outside of the sales process.  marketing-qualified lead ready sales funnel, including a paid And, within the sales process, good  relationships and rapport can set  to engage with sales or campaign that targets the brands apart.  support engineers. bottom end of the funnel. | The last two phases of the In the retention phase, organizations  customer journey happen post-sale. can implement a loyalty program or Customer advocacy can lead to  Often, sales representatives make knowledge base FAQ and regularly word-of-mouth marketing, which  the sales, onboard the customers communicate company or product can attract new customers to a  and wait until renewal time or a advancements to customers. brand. Many individuals make  cross-sell opportunity arises to Organizations could also hold regular purchase decisions based on  training sessions for their products or  engage with them again. However, offer additional promotions case studies and success stories  successful organizations continue throughout the customer lifecycle.  to market to and engage with Regular communication can lead to from their peers. When one  customers, which increases the increased customer engagement, person tells two friends and so  likelihood of a higher customer furthering education and value for on, organizations can trace that  lifecycle value from repeat customers. effect to revenue growth, if  business. tracked correctly. |
|  | | | | |
| **3 Feelings**  What your user might be thinking and feeling at the moment | Being optimistic,it Always  will cure half of maintain a  their good circle  problem(mentally)  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 Avoid people thought of making fun of their illness. 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. |
|  | | | | |
| **4 Pain points**  Problems your user runs into | Getting dizzyness and sweats when they get hypertensed(this leads to low BP level) | Sudden stoppage of heart Pumping leads to heart attack(at this stage they feel like heart gets congested or highlevel. | The blockage of bloodclot causes the stoppage of blood in arteries and it lead to heart failure. | shortness of breadth makes them to take less amount of oxygen in air and this make them uncomfortable to breath. |
|  | | | | |
| **5 Opportunities**  Potential improvements or enhancements to the experience | Create a set of statements related to the problem statements that act as a guiding principles. | 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. | capture customer feedback in realtime. | Use a quality framework for  development of **TIP**  your product(on Click on the + outside the  what problem you border of the table to add  are going to solve) additional rows and columns. |