

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.

<div>1 Phases</div> <div>High-level steps your user needs to accomplish from start to finish</div>	<div>Searching and ordering a product</div>	<div>Payment</div>	<div>Delivery of the product</div>	<div>Feedback of the product</div>
<div>2 Steps</div> <div>Detailed actions your user has to perform</div>	<div>Visit the website</div> <div>Analyse the feedback from other users</div> <div>Understand the working principle of the product</div>	<div>Initiate payment process</div> <div>Online payment or credit card billing</div> <div>Confirmation message through sms</div>	<div>Notifying shipping status through sms</div> <div>Delivery status through phonecall</div> <div>Delivering product to the concerned user</div>	<div>Understanding the manual guidelines</div> <div>Effective usage of the product</div> <div>Providing valuable feedback and personal information</div>
<div>3 Feelings</div> <div>What your user might be thinking and feeling at the moment</div> <div>👍</div> <div>👎</div>	<div>Satisfied with customer's reviews</div> <div>Satisfied with the technologies used</div> <div>Satisfied with the usage</div>	<div>Multiple mode of payment</div> <div>Security</div> <div>Refund the transaction made incase any transaction failure occurs</div>	<div>GPS tracking of the product location</div> <div>Secured shipping</div> <div>Proper product handling until the product reaches the user</div>	<div>Product efficiency</div> <div>Product facility satisfaction</div> <div>Enthralled by the built in technologies</div>
	<div>feel insecure</div> <div>if you have doubt on the quality of the product</div> <div>found any negative feedback on the product</div>	<div>Incase of any trust issues</div> <div>Facing cybercrime issues</div> <div>Transaction failure due to server issues</div>	<div>Damage in product during delivery</div> <div>Incorrect product delivery</div> <div>Poor product quality</div>	<div>Poor functionality</div> <div>Limited product lifespan</div> <div>Lack of usage knowledge</div>
<div>4 Pain points</div> <div>Problems your user runs into</div>	<div>Delivery of wrong product</div> <div>Irrelevant information</div> <div>Unsatisfied UI design</div>	<div>Insufficient payment options</div> <div>Long checkout product</div> <div>Transaction process too slow</div>	<div>Lack of sufficient location information</div> <div>Delayed shipping</div> <div>Missing of product manual</div>	<div>Difficulty in handling of the product</div> <div>Lack of skilled resources</div> <div>Unreliabilty</div>
<div>5 Opportunities</div> <div>Potential improvements or enhancements to the experience</div>	<div>Enhancements made in product quality</div> <div>Personalized learning experience</div> <div>Analyze various user feedbacks</div>	<div>Fraud prevention</div> <div>Risk management</div> <div>Providing tools for online conversion</div>	<div>Post delivery services</div> <div>proper deployment of the product</div> <div>Delivery cost management</div>	<div>Best user experience</div> <div>Customer requirement satisfaction</div> <div>Efficiency in product's workspace</div>