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	Awarness phase	Consideration phase	Decision phase	Retention phase & Advocacy phase
2 Steps Detailed actions your user has to perform	Most prospective customers start at the awareness phase, where a user has a problem or need and looks for an answer customer wants to seek educational sites about their problem to find solution. The customer should prepare educational thought rather then product so the company cannot aggresively push their product on the the customer.	This is the stage where they are comparing your product or service to other solutions on the market. This is where they are doing price comparisons, reading customer reviews, checking out competitors, and learning more about the details of your product or service to see if it could be, in fact, what they have been looking for. Knowing that your customer will be comparing you to your competitors during this stage, it's important for you to take a step back and ask yourself if you are positioned the way that you should be knowing that your customers will be comparing you to other options.	It's at this stage of the customer journey map when customer reviews are crucial.Prospective customer is ready to select from their options and make a purchase. By now the potential buyer has done all the research they need to be well informed on which services will best fit their needs and which companies they believe will be the best fit. Since buyers are beginning to rely on peer-to-peer reviews more now than ever before, not having any reviews for your product or service could potentially have a negative effect.Showcasing case studies to your prospects at this stage is very beneficial and will answer the question on your prospective buyer's mind which is "why should I choose you?" Social proof that your product or service does what you say it will do is imperative during the Decision stage. Solicit testimonials from previous customers and showcase them on your website and other places where prospects will be visiting to find out more information about you, your company, and brand.	The last two phases of the customer journey happen post-sale.It's far easier and roughly five times cheaper to retain an existing customer than it is to acquire a new one. It's hard to build enough trust with a prospect to turn them into a first time buyer, so once you've gained their trust and their business, you should be working hard to maintain it. During this stage you should be following up with your client to get their feedback on the product or service that they purchased from you. You should be acknowledging their customer loyalty. This is the last stage of the customer journey and the hardest to achieve. This is the stage of the customer journey when the customer becomes an active advocate for your brand. They say great things about you and your company, they refer their friends and family to you, they generate the most powerful kind of marketing your company can ever have which is word-of-mouth. So, how does your marketing team get your customer to this stage?
3 Feelings What your user might be thinking and feeling at the moment 👍	Have faith,it will cure half of their problem(mentally). Always maintain a good people around you,so that they can able to five you a postive vibe.	Beleive in the process of recovery and everything happens well. Don't make yourself inferior by comparing yourself with others.	Motivate yourself that you can able to come through the tough situations. Have a positive mindset and encourage yourself that you will get cured.	Believe in yourself that you can and you will.
👎	Avoid people making fun of your health conditions Pessimistic thought of their illness	Dont ask or refer any negative opinion.	Don't lose hope and have hope.	Avoid situations or factors that cause serious health issues to you.
4 Pain points Problems your user runs into	Pressure, fullness, burning or tightness in your chest. Crushing or searing pain that spreads to your back, neck, jaw, shoulders, and one or both arms. Pain that lasts more than a few minutes, gets worse with activity, goes away and comes back, or varies in intensity.	Sudden stoppage of heart Pumping leads to heart attack(at this stage they feel like heart gets congested or highlevel This often comes along with chest discomfort, but shortness of breath also can happen before chest discomfort.	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 your product(on what problem you are going to solve)

TIP

Click on the + outside the border of the table to add additional rows and columns.

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