

# 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

Create the user account

Setting up details of bank accounts and other finance sources

Entering income details to track how much they spend and save

Attaching mail account in order to receive reports over a week / month / year according to their preference

## 2 Steps

Detailed actions your user has to perform

User mobile number/email to create account and setting up the profile

Entering the expenses daily to keep track of them

Creating categories for expenses

Analyzing the reports in intervals to get an idea of where they are spending their money

## 3 Feelings

What your user might be thinking and feeling at the moment



It is easy to create account with mobile number

May be I should stop spending my money on (unnecessary expenses)

I can see where my money is going

I can use the reports to design the budget better this time



Is it secure to include my finance details here?

Keeping track of each penny is kinda difficult

user interface is not simple to distinguish income and expenses

Looking into the expenses and figuring out the unnecessary expenses each time is really time consuming. Is there an automatic solution for this?

## 4 Pain points

Problems your user runs into

Not being able to record the expense at any moment due to server down or other issues

App takes time to load ,Cannot access the app on the go

if there is only mobile version , it's not convenient to access where ever we need

Not being able to record expenses quickly

## 5 Opportunities

Potential improvements or enhancements to the experience

Giving mobile and website version to keep it readily accessible

Creating lighter version of app to avoid high boot-up time and crashing

Creating an automatic system to figure out unnecessary expenses by machine learning

Creating interface in such a way that it provides quick add features

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