

# 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><div>1</div><div>Phases</div></div> <div>High-level steps your user needs to accomplish from start to finish</div>	<div>Discovery</div>	<div>Onboarding</div>	<div>Utilization</div>	<div>Loyalty</div>
<div><div>2</div><div>Steps</div></div> <div>Detailed actions your user has to perform</div>	<div>View online ad</div> <div>See social media campaign</div> <div>Hear about from friends</div> <div>Search regarding the problem</div>	<div>Sign up for the service</div> <div>Initiate subscription</div> <div>Setup the dashboard</div>	<div>Use the service</div> <div>Evaluate the working</div> <div>Test for errors</div>	<div>Subscribe to long term models</div> <div>Relying on the product</div> <div>Recommend product to others</div>
<div><div>3</div><div>Feelings</div></div> <div>What your user might be thinking and feeling at the moment</div> <div><div>👍</div><div>👎</div></div>	<div>Glad to find a solution that might work</div> <div>Intrigued on how our solution is different from others</div>	<div>Curious</div> <div>Interested in pricing model</div> <div>Excited by the prospect</div>	<div>Reliable product</div> <div>Ease of use</div> <div>Loves the feel of the UI</div>	<div>Impressed by the working</div> <div>Cost savings</div> <div>Using it for everyday use</div>
	<div>Hesitant</div> <div>Worried about cost</div> <div>Privacy concerns</div>	<div>Worried by long explanations</div> <div>Frustrated on the pre-works done</div> <div>Privacy concerns</div>	<div>Frustrated by Bugs</div> <div>Overwhelmed by the features</div> <div>Confused about what to use for what</div>	<div>Worried about long-term cost</div> <div>Concerned about tech changes</div>
<div><div>4</div><div>Pain points</div></div> <div>Problems your user runs into</div>	<div>Lack of information about the service</div> <div>Cost</div> <div>Is the product worth investing time in</div>	<div>Struggle getting setup</div> <div>Choosing the right pricing model</div> <div>Uncertain about privacy</div>	<div>Too many features</div> <div>Complexity of use</div> <div>Broken features</div>	<div>Concern about ROI</div> <div>Reliability and Resilience</div>
<div><div>5</div><div>Opportunities</div></div> <div>Potential improvements or enhancements to the experience</div>	<div>Provide user with a simple solution</div> <div>Ensure that the service is reliable even if simple</div> <div>Make the service reusable and trackable to enhance experience</div>	<div>Help with setting up</div> <div>Offer a wizard to assist choosing the right plan</div> <div>Address privacy concerns</div>	<div>Documenting features properly</div> <div>Improve ease-of-access</div> <div>Implementing bug fixes often</div>	<div>Keep innovating and introducing new features</div> <div>Making a more reliable system</div> <div>Improving fault tolerance</div>