

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. 📌

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| <div><div>1</div><div>Phases</div></div> <div>High-level steps your user needs to accomplish from start to finish</div> | <div>Awareness Phase</div> | <div>Consideration Phase</div> | <div>Purchase/Decision Phase</div> | <div>Retention Phase & Advocacy Phase</div> |
| <div><div>2</div><div>Steps</div></div> <div>Detailed actions your user has to perform</div> | <div><div>Most prospective customers start at the awareness phase, where a user has a problem or need and looks for an answer.</div><div>At this point, customers mostly seek educational content about services that could solve their problems.</div><div>These customers prefer educational thought leadership over promotional or product-oriented insights, so organizations shouldn't aggressively push products on customers</div></div> | <div><div>During the consideration phase, customers compare one organization's offerings to its competitors. Blog content, success stories, email nurturing campaigns and webinar or event registrations can help organizations continue engaging with audience members.</div><div>As CX teams engage with customers, they can reinforce the features their products and services offer, so consumers can better understand their benefits. Prospects in this phase may actively engage with brands they already consider.</div><div>As CX teams engage with customers, they can reinforce the features their products and services offer, so consumers can better understand their benefits. Prospects in this phase may actively engage with brands they already consider.</div></div> | <div><div>The first two phases weigh heavy on marketing teams, as they continuously capture and nurture leads. If someone who engages with a brand makes it to the decision - or purchase - phase, they become a marketing-qualified lead ready to engage with sales or support engineers.</div><div>Sometimes, people enter the customer journey in this phase if they initially request demos, ask for quotes or want to speak to a sales representative. These individuals may fill out a business's contact form or other conversion points lower in the sales funnel, including a paid campaign that targets the bottom end of the funnel.</div><div>People at this stage commonly have a short list of companies they would buy from, so a good sales process and successful case studies give an organization an edge over its competition. An introduction to an existing customer as a reference also enables discussions between peers outside of the sales process. And, within the sales process, good relationships and rapport can set brands apart.</div></div> | <div><div>The last two phases of the customer journey happen post-sale. Often, sales representatives make the sales, onboard the customers and wait until renewal time or a cross-sell opportunity arises to engage with them again. However, successful organizations continue to market to and engage with customers, which increases the likelihood of a higher customer lifecycle value from repeat business.</div><div>In the retention phase, organizations can implement a loyalty program or knowledge base FAQ and regularly communicate company or product advancements to customers. Organizations could also hold regular training sessions for their products or offer additional promotions throughout the customer lifecycle. Regular communication can lead to increased customer engagement, furthering education and value for customers.</div><div>Customer advocacy can lead to word-of-mouth marketing, which can attract new customers to a brand. Many individuals make purchase decisions based on case studies and success stories from their peers. When one person tells two friends and so on, organizations can trace that effect to revenue growth, if tracked correctly.</div></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>Being optimistic,it will cure half of their problem(mentally)</div><div>Always maintain a good circle around you.</div></div><div><div>Pessimistic thought of their illness.</div><div>Avoid people making fun of your health conditions.</div></div></div> | <div><div>Dont make yourself inferior by comparing others.Instead of that believe in the process of recovery.</div><div>Dont ask or refer any negative opinion.</div></div> | <div><div>Encourage yourself that I can survive through this tough situations.</div><div>Dont lose hope.</div></div> | <div><div>Always have the positive mindset of "I can & I will"</div><div>Mostly avoid the major factors that can able to cause problem to your health.</div></div> |
| <div><div>4</div><div>Pain points</div></div> <div>Problems your user runs into</div> | <div><div>Getting dizzyness and sweats when they get hypertensed(this leads to low BP level)</div></div> | <div><div>Sudden stoppage of heart Pumping leads to heart attack(at this stage they feel like heart gets congested or highlevel.</div></div> | <div><div>The blockage of bloodclot causes the stoppage of blood in arteries and it lead to heart failure.</div></div> | <div><div>shortness of breath makes them to take less amount of oxygen in air and this make them uncomfortable to breath.</div></div> |
| <div><div>5</div><div>Opportunities</div></div> <div>Potential improvements or enhancements to the experience</div> | <div><div>Create a set of statements related to the problem statements that act as a guiding principles.</div></div> | <div><div>Emotions shapes the attitude that drive decisions. customers become closely connected because they are Emotionally attached and they remember how they feel when they use a production service.</div></div> | <div><div>capture customer feedback in realtime.</div></div> | <div><div>Use a quality framework for development of your product(on what problem you are going to solve)</div><div>TIP Click on the + outside the border of the table to add additional rows and columns.</div></div> |

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