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.

Phases
High-level steps your user needs to accomplish from start to finish

Searching and ordering a product	Payment	Delivery of the product	Feedback of the product

Steps
Detailed actions your user has to perform

Visit the website	Analyse the feedback from other users	Understand the working principle of the product	Initiate payment process	Online payment or credit card billing	Confirmation message through sms	Notifying shipping status through sms	Delivery status through phonecall	Delivering product to the concerned user	Understanding the manual guidelines	Effective usage of the product	Providing valuable feedback and personal information

Feelings
What your user might be thinking and feeling at the moment

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Satisfied with customer's reviews	Satisfied with the technologies used	Satisfied with the usage	Multiple mode of payment	Security	Refund the transaction made incase any transaction failure occurs	GPS tracking of the product location	Secured shipping	Proper product handling until the product reaches the user	Product efficiency	Product facility satisfaction	Enthralled by the built in technologies

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feel insecure	if you have doubt on the quality of the product	found any negative feedback on the product	Incase of any trust issues	Facing cybercrime issues	Transaction failure due to server issues	Damage in product during delivery	Incorrect product delivery	Poor product quality	Poor funcionality	Limited product lifespan	Lack of usage knowledge

Pain points
Problems your user runs into

Delivery of wrong product	Irrelevant information	Unsatisfied UI design	Insufficient payment options	Long checkout product	Transaction process too slow	Lack of sufficient location information	Delayed shipping	Missing of product manual	Difficulty in handling of the product	Lack of skilled resources	Unreliabilty

Opportunities
Potential improvements or enhancements to the experience

Enhancements made in product quality	Personalized learning experience	Analyze various user feedbacks	Fraud prevention	Risk management	Providing tools for online conversion	Post delivery services	proper deployment of the product	Delivery cost management	Best user experience	Customer requirement satisfaction	Efficiency in product's workspace