

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>●</div><div>Phases</div><div>High-level steps your user needs to accomplish from start to finish</div></div>	<div>Identify the Disease</div>			<div>Find the Root Cause</div>			<div>Usage of Right Fertilizer</div>			<div>Outcome</div>		
<div><div>●</div><div>Steps</div><div>Detailed actions your user has to perform</div></div>	<div>Follow the plant grow regularly</div> <div>Note the ill-growth plants</div> <div>Watch the symptoms of the plant</div>			<div>un aware of plants growth</div> <div>Harmful attack on plants by insects</div> <div>Get help from specialist</div>			<div>Identify the proper root cause</div> <div>Find the Characteristics of plant</div> <div>Study of plants and suitable fertilizers</div>			<div>Identification of diseases</div> <div>Work on root cause</div> <div>Usage of Advanced Technology</div>		
<div><div><div>●</div><div>Feelings</div><div>What your user might be thinking and feeling at the moment</div></div><div><div>👍</div><div>👎</div></div></div>	<div>Can we Overcoming from disease</div> <div>How to destroy the disease</div> <div>Solution for the growth</div>			<div>Is this suitable climate?</div> <div>Are we planted right</div> <div>Done any harmful activities</div>			<div>Provides facility maintenanc e</div> <div>Suitable to crop field</div> <div>Will it help to recover</div>			<div>High production of yield</div> <div>Permissibl e limits of toxins</div> <div>Concern over wastage and savings</div>		
	<div>Worried about the growth</div> <div>Will Disease destroy all the crops</div> <div>Will there is solution</div>			<div>Whether we used inorganic fertilizer</div> <div>Will it destroy whole land</div> <div>Plants get wasted</div>			<div>Will it harm the growth</div> <div>Is tested in different crops</div> <div>Will it make profit</div>			<div>Will It give high yield</div> <div>Is Disease Predicted</div> <div>Afraid of failure</div>		
<div><div>●</div><div>Pain points</div><div>Problems your user runs into</div></div>	<div>Unable to find the disease</div> <div>Is it dreadful disease</div> <div>Afraid of Failure</div>			<div>Unable to find the root cause at right time</div> <div>Hard to understand</div> <div>Lack of Knowledge</div>			<div>Is it organic</div> <div>Quality of pesticides usage</div> <div>Environment became affected</div>			<div>Improves Productivity</div> <div>Secured and trusted ecosystem</div> <div>Eager To see the growth</div>		
<div><div>●</div><div>Opportunities</div><div>Potential improvements or enhancements to the experience</div></div>	<div>Symptoms Identification in leaves</div> <div>Website for disease prediction</div> <div>Gain expert knowledge</div>			<div>Do research through websites and modern technology</div> <div>Regular detection and manage of leaves</div> <div>Regular Monitoring</div>			<div>Recommend correct level of fertilizer</div> <div>Test the soil and environment</div> <div>Authorized by government</div>			<div>Best user experience</div> <div>Customer requirement satisfaction</div> <div>Efficiency in usage of recommend Level of fertilizer</div>		

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