

# 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></div><div>Phases</div></div> <div>High-level steps your user needs to accomplish from start to finish</div> | <div>Installation</div>  |  |  | <div>Register</div>  |  |  | <div>Processing</div>   |  |  | <div>Feed back</div>                       |  |  |  |
|  |  |  |  |  |  |  |   |  |  |  |  |  |  |
| <div><div></div><div>Steps</div></div> <div>Detailed actions your user has to perform</div>                            | <div>Google play Store</div> <div>App store</div> <div>Microsoft store</div>                             |  |  | <div>Login</div> <div>Choose the payment Package</div> <div>Acces daily plan</div> |  |  | <div>Direct app viewing</div> <div>Monitoring</div> <div>Experiencing the app</div> |  |  | <div>Review User Activity</div>            |  |  |  |
|  |  |  |  |  |  |  |   |  |  |  |  |  |  |
| <div><div></div><div>Feelings</div></div> <div>What your user might be thinking and feeling at the moment</div>        | <div></div>  | <div>New Beginning</div> <div>Technology Improvement</div> <div>Assurity</div>           |  |  | <div>Healthy way fitness</div> <div>No health issues</div> <div>timing food chart</div>                    |  |   | <div>Physical activity</div> <div>diet consious</div> <div>Hydrating</div>                   |  |  | <div>Get proper Result</div>                 |  |  |
|  | <div></div>  | <div>Need internet connection</div> <div>Phone Storage</div> <div>Regular Checking</div> |  |  | <div>Regular Excersises !</div> <div>Is this worth for money !</div> <div>Avoid favorite junk foods!</div> |  |   | <div>Consistent Notification</div> <div>Avoid Favorite snacks</div> <div>Managing Time</div> |  |  | <div>Cannot use after Subscription end</div> |  |  |
|  |  |  |  |  |  |  |   |  |  |  |  |  |  |
| <div><div></div><div>Pain points</div></div> <div>Problems your user runs into</div>                                   | <div>Its a app they need to install</div>  |  |  | <div>Its not free</div>  |  |  | <div>Feeling tedious sometimes</div>  |  |  | <div>Sometimes missing Daily Routine</div> |  |  |  |
|  |  |  |  |  |  |  |   |  |  |  |  |  |  |
| <div><div></div><div>Opportunities</div></div> <div>Potential improvements or enhancements to the experience</div>     | <div>Chances to gain weight</div> <div>Chance to loss weight</div> <div>chances to maintain fitnes</div> |  |  | <div>To Groom theirselves</div> <div>Updating daily feed</div>                     |  |  | <div>Get the result as wewant</div>   |  |  | <div>Learn to maintain their health</div>  |  |  |  |

Share your feedback