User journey

by the Design Team of Accenture Interactive NL

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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. 🔍

❶ Phases High-level steps your user needs to accomplish from start to finish	Searching and Ordering product	Payment	Delivery	Usage & Feedback
❷ Steps Detailed actions your user has to perform	Visit website or app / Search for feedback from multiple users / Understanding the working principle of the machine	complete payment information / online payment / credit card billing / Payment confirmation through message	Providing product shipping status through notifications / Product delivery status through phonecalls / Delivering the product to the concerned user	Understanding the guidelines / Effective usage of the product / Providing valuable feedback and personal information
❸ Feelings What your user might be thinking and feeling at the moment 👍	Satisfied with the customers review / Satisfied with the technologies used / Satisfied with the usage	Multiple modes of payment / Security / Refund options in case if any failure occurs during the transaction	Proper tracking of product location / Ensuring the safety during shipping / Proper product handling untill the product rech end user	Efficiency of the product / Satisfied with the facilities provided / Amazed by the in-built technologies
👎	Feeling insecured / Doubting the quality / Checking if there is any negative feedback about the product	Having trust issues / Cybercrime / Transaction failure due to server issues	Damages in product during delivery / Incorrect product delivery / Poor product quality	Poor functionality / Short lifespan of the product / Lack of product uasge knowledge
❹ Pain points Problems your user runs into	Receiving of incorrect order / Absence of relevant information / unimpressive UI design	Lack of payment options / Long checkout process / Slow transaction	Insufficient location information / Delayed shipping / Missing of product usage guidelines	Difficulty in handling the product / Lack of skilled resources / Lack of reliability
❺ Opportunities Potential improvements or enhancements to the experience	Enhancement in product quality / Personalised learning experience / Look for feedback from various clients	Fraud prevention / Risk Management / Providing tools for online conversion	After hours deliovery service / Proper packaging of product / Deliver cost management	Best user experience / Customer requirement satisfaction / Efficiency in workplace

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

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