

User journey

by the Design Team of Accenture Interactive NL



● Phases	AWARENESS	CONSIDERATION	DECISION	SERVIC E
2 ● CUSTOMER ACTIONS	VIEW ONLINE AD,SEE SOCIAL MEDIA CAMPAIGN ,HEAR ABOUT FROM FRIENDS	CONDUCT RESEARCH,RESEARCH COMPETITORS,COMPARE FEATURES AND PRICING	PURCHASE OUR MODEL	RECEIVE PRODUCT /SERVICE,READ PRODUCT OR SERVICE DOCUMENTATION
3 ● CUSTOMER EXPERIENCE 👍 👎	INTERESTED	CURIOUS AND EXCITED	EXCITED	SATISFIED
	HESITANT			
● KPIS	NUMBER OF PEOPLE REACHED	NEW CUSTOMERS	RETENTION RATE	CUSTOMER SATISFACTION RATE
● BUSINESSGOALS	INCREARSE AWARENESS INTEREST	GENERATE POSITIVE REVIEWS	INCREASE CUSTOMER RATE	MINIMIZE WAIT TIME

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