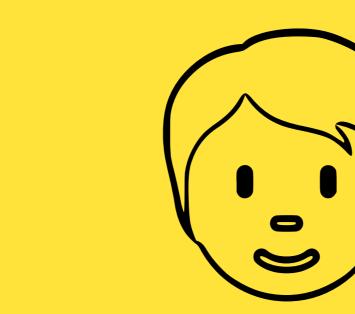
User journey

by the Design Team of Accenture Interactive NL







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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. \wp

Phases				
h-level steps your user needs to	Acquisition Stage	Activation Stage	Adoption Stage	
h-level steps your user needs to omplish from start to finish				
Steps	During the acquisition phase, a buyer is exploring	During this stage, the user	During the adoption stage, users	
	a solution for their problem.	goes through an	will also become promoters.	
	They discover the company	onboarding process. This	They will recommend the	
ailed actions your user has to	through an acquisition	process can be a	product and defend it as if it's	
perform	channel such as advertising,	combination of an	their own. This scenario is more	
	organic search, billboard, tv,	automated product	common for modern companies	
	review sites, or word of	onboarding experience as	that follow the bottom-up	
	mouth referrals.	well as training managed by	customer acquisition approach,	
		a customer success team.	where the buyer is the actual	
			user of the product.	
		Create an account		
	Click on advertisement campaigns Click on links from other websites	Set up account and profile	Use product	
Feelings	Land on the website through organic searches	Complete in-app	Invite users	
	View website pages Initiate chat conversation	onboarding guides	Use advanced features	
	Submit forms to access gated content Watch explainer videos	Receive and engage	Submit support tickets	
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