

# 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. [🔗](#)

## 1 Phases

High-level steps your user needs to accomplish from start to finish

Create the user account

Establishing the specifics of one's bank accounts and other funding sources

entering salary information to keep track of their spending and savings

Adding a mail account to get reports over the course of a week, month, or year as desired

## 2 Steps

Detailed actions your user has to perform

In order to establish an account and set up a profile, use your cellphone number and email.

Daily entry of expenses for keeping track of them

Creating categories for expenses

Periodically reviewing the reports to gain insight into their financial activities

## 3 Feelings

What your user might be thinking and feeling at the moment



Making an account using a cellphone number is simple.

I should possibly cease spending money on (unnecessary expenses)

I am able to track my spending.

The reports will help me this time around while creating the budget.



Is it safe to provide my financial information here?

Keeping track of every dime is a little challenging.

It is difficult to distinguish between revenue and expenses using the user interface.

It takes a lot of time to examine the expenses and identify the needless ones each time. Exists a robotic remedy for this?

## 4 Pain points

Problems your user runs into

not being able to record the charge at any time because the server is unavailable or there are other problems

Long loading times for apps  
Can't use the app while travelling

It's not convenient to access wherever we need it if there is only a mobile version.

being unable to quickly record expenses

## 5 Opportunities

Potential improvements or enhancements to the experience

providing a website and mobile version to maintain accessibility

Developing a lightweight version of the app to prevent slow startup crash and time

Making a machine learning-based automated method to identify wasteful spending

constructing an interface to allow for quick-add features

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