

User journey

by the Design Team of
Accenture Interactive
NL



4-
People

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	Login to the bank portal.	Apply for loan.	Loan approval	
2 Steps	Make sure you have login id Checking whether they have entered correct password	Fill the details Accept terms and condition.	Checking whether they have entered correct details Checking whether they are eligible for loan	
3 Feelings	Excited to get a loan. Nervous incase the entered password is incorrect..	Excited to get a loan.	Excited to get a loan.	
4 Pain points	Forgetting the password for their account id.	Filling the wrong details due to nervousness.	Not agreeing to the terms and condition Due to nervousness.	
5 Opportunities	Forgot password option.	Editing the details before finalizing.	Background verification by the bank	<small>TIP Click on the + outside the border of the table to add additional rows and columns.</small>

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