

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. ↗

<div>1</div> <div>1Phases</div> <div>High-level steps your user needs to accomplish from start to finish</div>	Login to the bank portal.	Apply for loan.	Loan approval	
<div>2</div> <div>Steps</div> <div>Detailed actions your user has to perform</div>	<div>Make sure you have login id</div> <div>Checking whether they have entered correct password</div>	<div>Fill the details</div> <div>Accept teams and condition.</div>	<div>Checking whether they have entered correct details</div> <div>Checking whether they are eligible for loan</div>	
<div>3</div> <div>Feelings</div> <div>What your user might be thinking and feeling at the moment</div> <div><div>👍</div><div>👎</div></div>	<div>Excited toget a loan.</div>	<div>Excited toget a loan.</div>	<div>Excited to get a loan.</div>	
	<div>Nervous incase the entered password isincorrect..</div>	<div>Nervous incase their loan will not be approved.</div>	<div>Nervous incase their loan will not be approved.</div>	
<div>4</div> <div>Pain points</div> <div>Problems your user runs into</div>	<div>Forgetting the passwordfor their account id.</div>	<div>Filling the wrong detailsdue to nervousness.</div>	<div>Not agreeing to the terms and condition Due to nervousness.</div>	
<div>5</div> <div>Opportunities</div> <div>Potential improvements or enhancements to the experience</div>	<div>Forget password option.</div>	<div>Editing thedetails before finalizing.</div>	<div>Background verification by the bank</div>	<div><div>TIP</div><div>Click on the + outside the border of the table to add additional rows and columns.</div></div>

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