

User Journeys for User Experience

User Journeys are an important element in Design Thinking that help to identify customer touch-points & thus give a definite thumb rule to alleviate the user experience. User Journeys are created by understanding the Persona of a typical user. Persona is an interesting tool in Design Thinking . A banking application is used by different folks/roles in a bank thus paving the way for various kind of personas. These different kind of personas go into preparation of User Journeys across various functionalities of a typical banking application.

Intellect's teams decided to prepare as many User Journeys as they could keeping in mind only one target : To provide a superlative user experience for the users.

Highlights of the exercise of creating User Journeys:

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- More than 300 user journeys were prepared for both the kind of users
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User Journeys are a milestone today in Intellect's target of a great Banking experience.