SCENARIO Managing expenses

Steps

What does the person (or group) typically experience?

Advertisment

Social

Media

Referral

Login/ Register

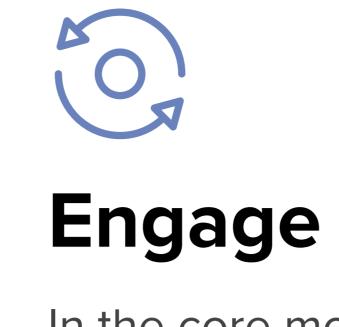
Enter

What do people

experience as they

begin the process?

Enter expense details



In the core moments in the process, what happens?

Limit

Add Bank

Account

Set Budget

User can create separate savings wallet

Create

Labels



Exit

What do people typically experience as the process finishes?

Updated Current balance

> **Expense-time** representation

Access to get alert

Extend

What happens after the

experience is over?

Decrease in income amount



Interactions

What interactions do they have at each step along the way?

- People: Who do they see or talk to?
- Places: Where are they?
- Things: What digital touchpoints or physical objects would they use?

version of the **Interact with**

refereal to get a clear vision reagarding the app

Entice

How does someone

of this process?

initially become aware

application in website

Go through

advertisement

Experience trial

Install the application and register

Link bank account

Add manual expense

Create a **budget limit** to get alerts

Create labels for different categorical expenses

Expense-time graph is generated

> **Proper notification** are generated upon crossing **budget limit**

Displays the

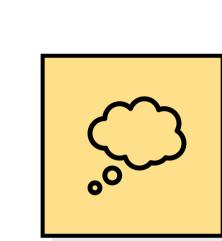
Difference amount

between the income

and the budget limit

Feedback

Expense reports are generated



Goals & motivations

At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...") Help me to advertise

Subscription

People feel

Help me to install the app

Help me to register

Help me to link bank account to view transaction history

Help me to enter expenses

Help me to create a **budget limit**

> Help me to create lable

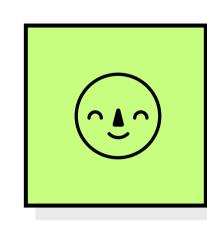
the expense-time

proper alerts to control my expense

Help me to receive

Help me to give feedback of the app

Help me to get a review expense report



Positive moments

What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?

offers for more referrals

Post a meme to advertise

People feel

expense

Different captcha for verification

A warm greetings for user while login

Analyzing the Expense-Time graph

Can create a label for all kind of personal expenses

Alert free when the expenses are within the budget limit

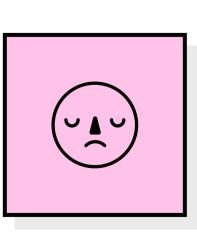
Expense history and Bank transaction history is available

Help me to view

graph

No network needed to see current balance

Feel free from tracking of income manually



Negative moments

What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?

uncomfortable while using money related apps tend to control their

Time consuming registration process confused when they

Feeling insecured while sharing confidential details like bank account

Adding manual entry is a time consuming process

Having multiple labels causes confusion

Feeling anger when alerts are sent frequently

main menu

Feeling irritated to see expensetime graph is unreliable

Lazy to give feedback

Expenses report make people feel uncomfortable



Areas of opportunity How might we make each step

better? What ideas do we have? What have others suggested?

Increasing the social media followers

Creating a colourful advertisement

Registering with required details only.

Fast login using gmails Sending alert with required information as short message

Graph with accurate values

User can edit the profile, labels at any time.

Balance is shown on the

Showing precise graph

Network is needed on for observing the history, to send alert, to update the amount\ graph.

Giving precise report