



Scenario: User, always had problems in her life managing and spending more money that she could. She started to use a spreadsheet because of the pressing of her family with her finances, but she doesn't like it because she loses a lot of time on it.

Goal: User wants an easier and faster way to have better control of her financial life. With that she can start saving money and lead an easier life.

Phase	Login / Register	Add Expenses	Verify Informations	Analyse Expenses	Save Money
Goals	Gain Access to the Account or Access the App	All the Expenses Must Be Tracked Accurately	To Confirm the Added Expenses	Get Better Understanding of the Expenses Made	Save Money Using the Reports
Touchpoints	Register a New Account or Login to Your Account	The Different Expenses Should Be Added to the Appropriate Categories	Cross Verify with Your Bank Statement	Peruse the Expense Reports More Often	Users Have to Accept the Reports Provided by the Tracker and Start Saving Money Accordingly
Customer Thoughts	Feeling Secured	A Detailed Expense Report Must Be Kept for All Expenses	User Can't Be Sure of My Calculations, So I Check My Bank Statements	Users Might Find It Difficult to Keep Track of Their Expenses for Each Period of Time	How Much Can I Save? How to Control This? Where Do I Put My Savings?
Pain Points	Forgetting the Password May Take a Long Time to Recover the Account	The User Might Forget to Update His/Her Expenses in the App	Rechecking the Bank Statements Again and Again for Not Knowing Were We Spent the Money	Users May Have Difficulty Adjusting to the Conditions They Have Been Placed In	Not Being Able to Act upon the Insights, Not Easy to Make Savings Plan
Experience					