# **Personal Expense Tracker**



Browsing, booking, attending, and rating a local city tour



### **Entice**

How does someone initially become aware of this process?



### Enter

What do people experience as they begin the process?



# Engage

In the core moments in the process, what happens?



# **Exit**

What do people typically experience as the process finishes?



### **Extend**

What happens after the experience is over?



## **Steps**

What does the person (or group) typically experience?



Add expense details

Keep track of the expenses

Fulfill the future requirements



#### Interactions

What interactions do they have ateach 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?



Analyze the key points

Advancement in planning Customer's email (software like Outlook or website like Gmail)



#### **Goals & motivations**

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

Receive alert mails



#### **Positive moments**

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



# **Negative moments**

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

Difficult to find suggestion

Lack of self-learning



# Areas of opportunity

How might we make each step better? What ideas do we have? What have others suggested?

User-friendly