

Customer experience journey map

Use this framework to better understand customer needs, motivations, and obstacles by illustrating a key scenario or process from start to finish. When possible, use this map to document and summarize interviews and observations with real people rather than relying on your hunches or assumptions.

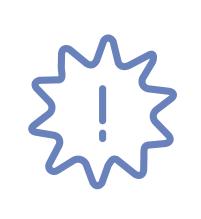
Created in partnership with



Product School



Customer experience journey map



Entice

How does someone initially become aware of this process?



Enter

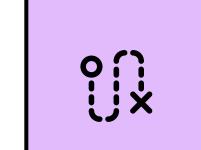
What do people experience as they begin the process?

That keep track of



Engage

In the core moments in the process, what happens?



What does the person (or group) typically experience?



Data Analytics

View trends in spending for various

Accumulate

Expense of the



choices



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?





Where do I store my

saving money is

Now i understand where my money is and budget contraints

Get visualization and feedback on spending habbits and how to better them

Mention each spending / earning expense in the app



Goals & motivations

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

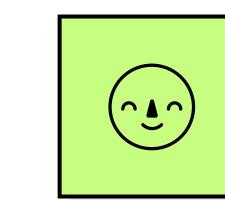
Help me to avoid overspending

Help me track my spendings

Help me understand how to save more

How to save more

How to save more money



Positive moments

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

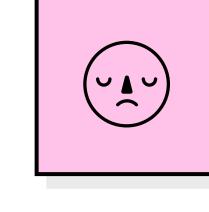
Able to save money

Satisfaction of proactively trying to better self

Being able to Visualize spending habits

Congratulatory message on

[Description of a positive moment]



Negative moments

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

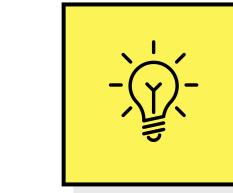
Not being able to understand spending habits

Not being able to understand spending habits

Not being able to understand spending habits

spending habits

Not being able to understand spending habits



Areas of opportunity

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

Commercial Advertisement Word of mouth Advertisement

Discounts on payment

Special features on Coupon codes