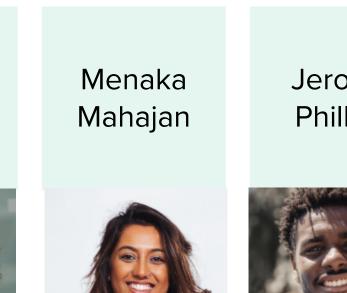
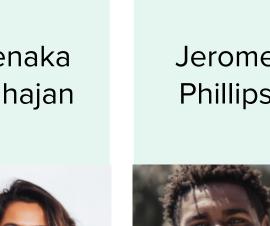
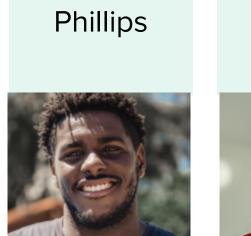
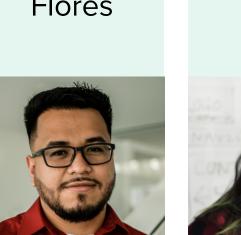
# Personal Expense Tacker





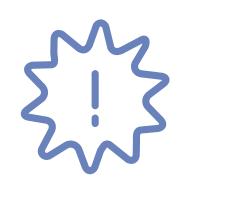




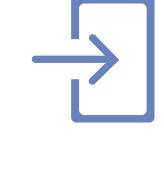




**Browsing, creating** account, calculating expenses, compare the expenses and review



How does someone initially become aware of this process?



User should login first on a new device

What do people experience as they begin the process?



# Engage

In the core moments in the process, what



# **Exit**

What do people typically experience as the process finishes?

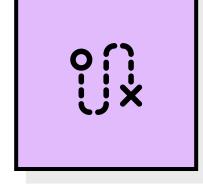


# Extend

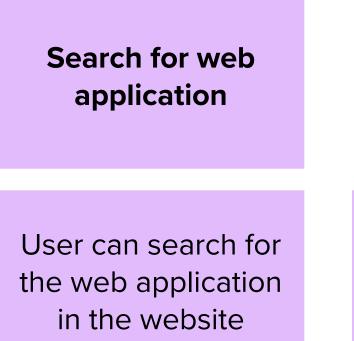
**Email alert** 

User can get the email alert notification about their expenditure limit is exceed

What happens after the experience is over?



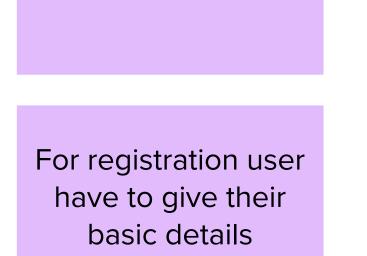
typically experience?

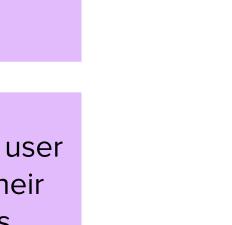


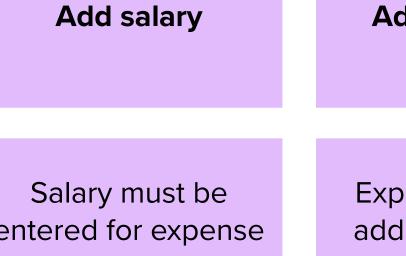
Then the user will

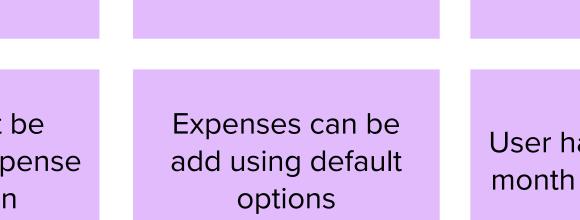
avigate to the web application through the link

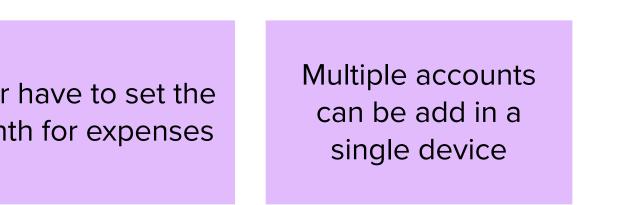


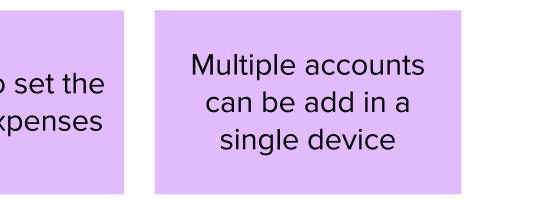


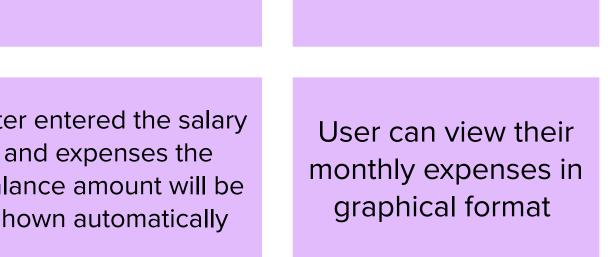


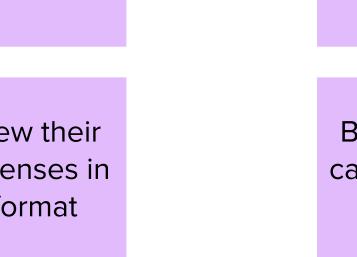


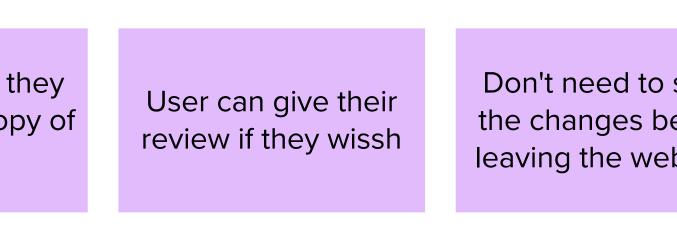


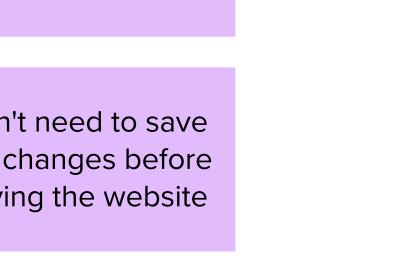


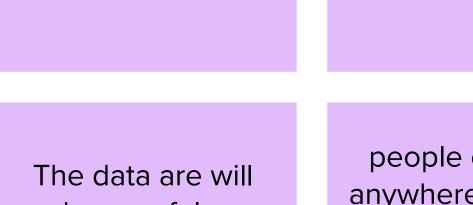




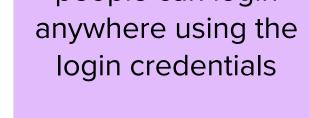








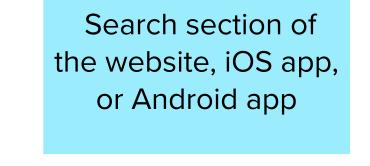


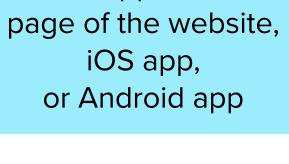


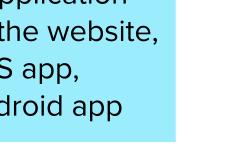


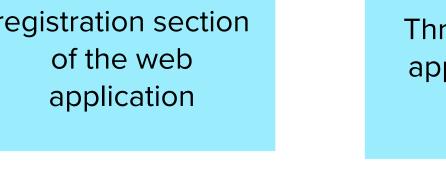
What interactions do they have at each step along the way?

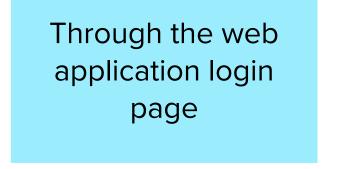
- People: Who do they see or talk to?
- Places: Where are they?
- Things: What digital touchpoints or physical objects would they use?







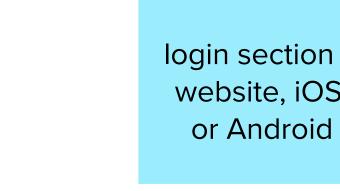




The web application is user friendly so that it is

easy for the user to move

on to the next step

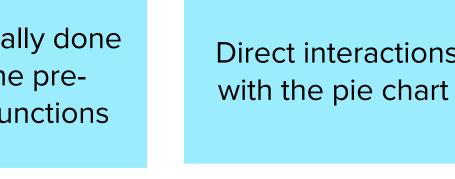


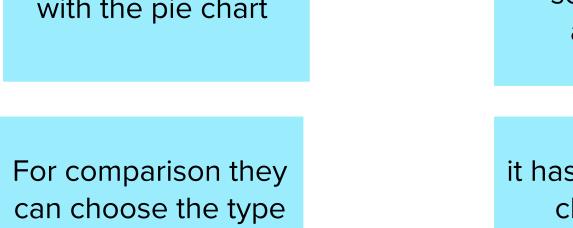






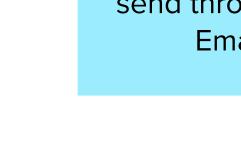


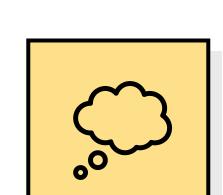






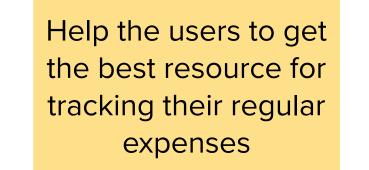




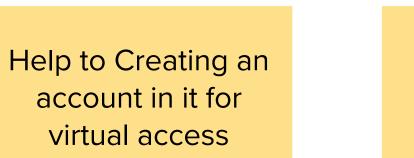


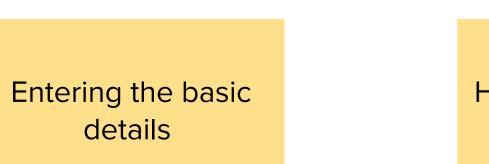
### **Goals & motivations**

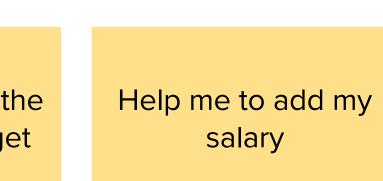
At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")

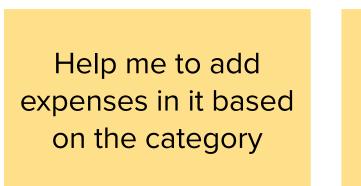


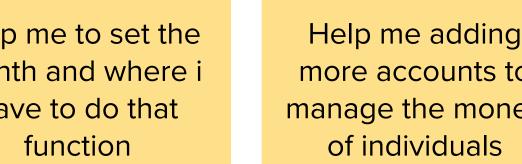
help me to learning the features available in the web

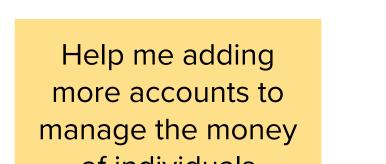


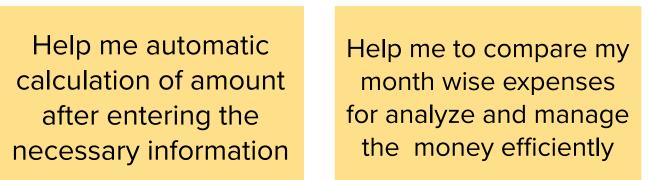




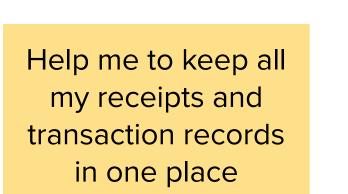




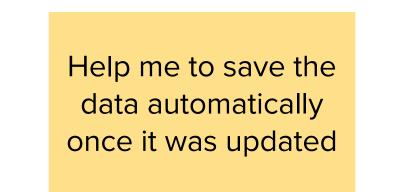


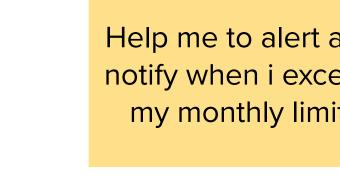


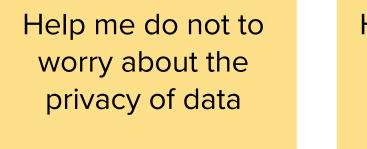




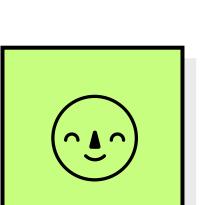
By using this user





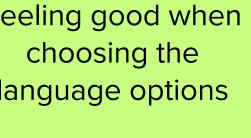




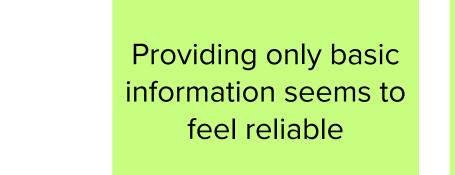


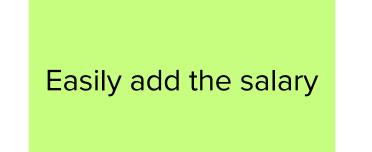
# **Positive moments**

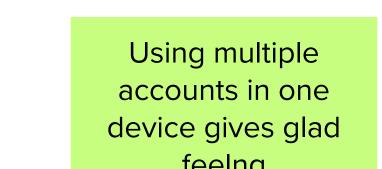
What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?

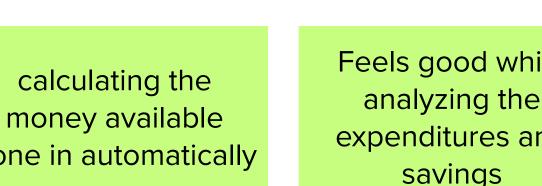




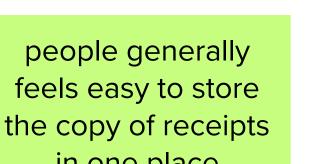


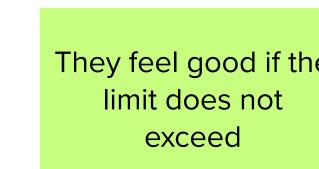


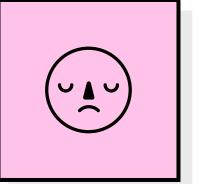






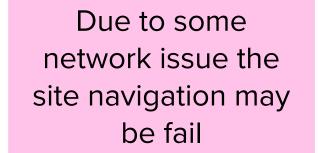


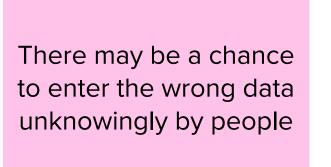


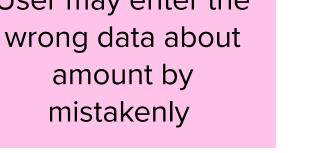


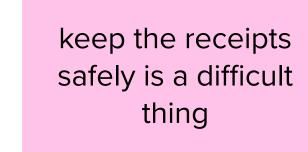
### **Negative moments**

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













## Areas of opportunity

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

