

Document an existing experience

Narrow your focus to a specific scenario or process within an existing product or service. In the **Steps** row, document the step-by-step process someone typically experiences, then add detail to each of the other rows.

SCENARIO 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?	Manage expenses through notebooks Should writedown each expense daily Maintain the notebooks Lossing the notebooks causes loss of data	Manage Transactions Create entries for debit and credit transactions Create entries for details for a period transactions	Set threshold Add categories View Bar chart	Better Detailed Analysis with pictorial representations	Sense of relief that expenses are under control Spend wisely from next period of time
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?	Buy notebooks Go to shop Write expenses in notebooks	Create entries for each expense and credit	Add new categories	Maintain minimum threshold for expenses	Know where the majority of the expenses are spent
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me" or "Help me avoid")	Help me avoid buying notebooks Help me avoid going to shop	Help me avoid manafing notebooks	Help me view my expenses on each category	Helps to know the types of expenses that had been made	Help in avoiding unwanted expenses
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	Happy about using this tool	Easily manage	Avoid spending over threshold	In-depth insights into the expenditure and be cautious to not spend over the threshold	Worry about not being able to save
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	Skeptical about the accuracy of the tool	Ul should be user friendly	Notification should come properly on reaching thresholf	Frustrated about the unwanted expenses	Struggling to maintain credit and debit transactions
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	How to attract more customers?	How to make the website handle more trafc?	How to increase trust among the users about the app?	Add different types of charts	Create yearly reports of total expenses