

Journey Steps Which step of the experience are you describing?	Create the user account	Setting up details of bank account and other finance sources	Entering income details to track how much they spend & save	Attaching mail accounts in order to receive reports
Actions What does the customer do? What information do they look for? What is their context?	User mobile number/email to create an account and setting up the profile	Enter the expenses daily to keep track of them	Creating categories for expense	Analyzing the reports
Needs and Pains What does the customer want to achieve or avoid?	Easy to create an account and security	Keep track of each penny	I can see where my money is being spent	I can use the reports to design better budget this time
Touchpoint	Not being able to record the expense at any point due to server down or other issues	App takes time to load, cannot access app on the go	If there is only mobile version, it won't be convenient	Not being able to record expense quickly
Customer Feeling What is the customer feeling?	🤖	😞	😞	😞
Opportunities What could we improve or introduce?	Giving web and mobile version to keep it readily accessible	Creating lighter version of app to avoid high boot-up time and crashing	Creating an automatic system to figure out unnecessary expense .	Creating interface in such a way that it provides quick add features