














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.

<div>SCENARIO</div> <div>Browsing, booking, attending, and rating a local city tour</div>	<div></div> <div>Entice</div> <div>How does someone initially become aware of this process?</div>	<div></div> <div>Enter</div> <div>What do people experience as they begin the process?</div>	<div></div> <div>Engage</div> <div>In the core moments in the process, what happens?</div>	<div></div> <div>Exit</div> <div>What do people typically experience as the process finishes?</div>	<div></div> <div>Extend</div> <div>What happens after the experience is over?</div>
<div></div> <div>Steps</div> <div>What does the person (or group) typically experience?</div>	<div>Manage expenses through notebooks</div> <div>Maintain the notebooks</div> <div>Should writedown each expense daily</div> <div>Lossing the notebooks causes loss of data</div>	<div>Manage Transactions</div> <div>Create entries for debit and credit transactions</div> <div>Print Monthly bills</div> <div>Can create expense details for a period</div>	<div>Set threshold</div> <div>Add categories</div> <div>View Bar chart</div>	<div>Better command over the expenditure</div> <div>Detailed Analysis with pictorial representations</div>	<div>Sense of relief that expenses are under control</div> <div>Spend wisely from next period of time</div>
<div></div> <div>Interactions</div> <div>What interactions do they have at each step along the way?</div> <div><div>■ People: Who do they see or talk to?</div><div>■ Places: Where are they?</div><div>■ Things: What digital touchpoints or physical objects would they use?</div></div>	<div>Buy notebooks</div> <div>Go to shop</div> <div>Write expenses in notebooks</div>	<div>Create entries for each expense and credit</div>	<div>Add new categories</div>	<div>Maintain minimum threshold for expenses</div>	<div>Know where the majority of the expenses are spent</div>
<div></div> <div>Goals &amp; motivations</div> <div>At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")</div>	<div>Help me avoid buying notebooks</div> <div>Help me avoid going to shop</div>	<div>Help me avoid manafing notebooks</div>	<div>Help me view my expenses on each category</div>	<div>Helps to know the types of expenses that had been made</div>	<div>Help in avoiding unwanted expenses</div>
<div></div> <div>Positive moments</div> <div>What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?</div>	<div>Happy about using this tool</div>	<div>Easily manage</div>	<div>Avoid spending over threshold</div>	<div>In-depth insights into the expenditure and be cautious to not spend over the threshold</div>	<div>Worry about not being able to save</div>
<div></div> <div>Negative moments</div> <div>What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?</div>	<div>Skeptical about the accuracy of the tool</div>	<div>UI should be user friendly</div>	<div>Notification should come properly on reaching thresholf</div>	<div>Frustrated about the unwanted expenses</div>	<div>Struggling to maintain credit and debit transactions</div>
<div></div> <div>Areas of opportunity</div> <div>How might we make each step better? What ideas do we have? What have others suggested?</div>	<div>How to attract more customers?</div>	<div>How to make the website handle more trafct</div>	<div>How to increase trust among the users about the app?</div>	<div>Add different types of charts</div>	<div>Create yearly reports of total expenses</div>