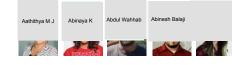
Based on ten customer interviews and observations from the Fairplane expense tracker team





Updating, checking the money balance .



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?



Leave the application

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?

Customer can save the required money through our application.

Search for the money usage

View detail of the savings,

Track the

Get the notifications

Prompt for review

Writing & submitting review

The user profile will get an update



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?

Calculating money section of the website, iOS app,or

Category limit section of the website, iOS app,o Android app

Payment overlay within the website, iOS app, or Android app

Payment overlay within the website, iOS app, or Android app

Simple to locate and cut down on unnecessary Direct interactions with the application To overcome the



Goals & motivations

At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...") For utility bill reminders, use sticky notes.

Ability to track the Budget Details

Help me leave the money good feelings and no awkwardness

Help me see ways to enhance my money



Positive moments

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

Savings that had

People generally save their money manually

People like looking back on their past savings



Negative moments

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

money spent

Maintain and mo the organization details

Confused about the money savings

We have very low review rates (15% of people review experiences)



Areas of opportunity

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