Enter username and **SCENARIO** Enter username and password Browsing, booking, **Entice** Enter **Exit Extend** Engage attending, and rating a local city tour What do people What happens after the What do people Enter username and SOMEONE In the core moments experience is over? typically experience ome aware experience as they in the process, what as the process finishes? or time process? begin the process? happens? Steps Difficulty in Receive an email after Email Alert What does the person (or group) Register Calculation Make use of the app typically experience? successful available in different Receive an email Customer Rating after registration after successful platforms installing the registration Worry about their Manual Expense Give their personal Personalized expense limit application details Recommendation They interact with the UI that makes to Interactions Stora thair daily Customer email Login to the website Enter username and What interactions do they have at each step along the way? password (Gmail, Outlook) or Interact with an Profile Section of the People: Who do they see or talk to? intuitive UI website showing how some business email Sharing the app with Places: Where are they? much money saved fellow mates to help Things: What digital touchpoints or Enter the available them save their physical objects would they use? categories money **Goals & motivations** Receive graphical Help me to At each step, what is a person's Help me to save my Receive daily Recommendation primary goal or motivation? See what public think understand how the usage from the money ("Help me..." or "Help me avoid...") remainder to add process works Page about the expense vendor expenses tracker **Positive moments** It is really a fun to What steps does a typical person Getting to know the Exiting to see money Graphical chart of the find enjoyable, productive, fun, understand how the App getting popular expense tracker is getting saved expense done motivating, delightful, or exciting? process works slowly popular **Negative moments** People feel cheated if What steps does a typical person they dont get to see find frustrating, confusing, angering, Loss of data People not enjoying it Lots of Ads costly, or time-consuming? the result they were Laggy UI expecting Areas of opportunity Making sure that the Provide a simple Linking the app to flaws of the app is set Giving rewards tutorial to understand Bank account in a its working Promote the product safer way