














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.

TIP

As you add steps to the experience, move each these "Five Es" the left or right depending on the scenario you are documenting.

<div>Personal Expense Tracker</div>	<div>Enter How does someone initially become aware of this process?</div>	<div>Enter What do people experience as they begin the process?</div>	<div>Engage In the core moments in the process, what happens?</div>	<div>Exit What do people typically experience as the process finishes?</div>	<div>Extend What happens after the experience is over?</div>
<div>Steps What does the person (or group) typically experience?</div>	<div><div>Apps for Finance Tracking</div><div>When user realises the need for finance tracking, he/she will start searching for apps</div></div> <div><div>Features of Apps</div><div>Users will start comparing the features available in various apps</div></div> <div><div>Finalizing App</div><div>After shortlisting 3-5 apps, user will research and finalise the app.</div></div>	<div><div>Sign Up / Register</div><div>User has to sign up for the app</div></div> <div><div>Email Confirmation</div><div>After signing up, they should confirm their identity by verifying their email.</div></div> <div><div>Sign In</div><div>After successful sign-up, user can login using their credentials</div></div> <div><div>Adding Budget Plan</div><div>User can their budget plan</div></div> <div><div>Turning on Email Reminders</div><div>User can opt for email reminders to add expenses on daily basis.</div></div>	<div><div>Adding Daily Expenses</div><div>After spending everyday, user will enter his/expenses</div></div> <div><div>Adding Income</div><div>User will add incomes if any</div></div> <div><div>Categorizing expenses</div><div>User will categorize his/her expenses as needs/wants</div></div> <div><div>Dashboard</div><div>User will be able to see the dashboard of his/her expenses.</div></div>	<div><div>Log Off</div><div>User can log off after completing his/her updations.</div></div>	<div><div>Monthly Reports</div><div>At the end of each month, user will receive his/her monthly expense report.</div></div> <div><div>Reminders - Over Budget</div><div>When the user goes overbudget, app will remind the user.</div></div> <div><div>Addition of the expenses</div><div>User's expenses will be added properly.</div></div>
<div>Interactions What interactions do they have at each step along the way?<ul style="list-style-type: none">■ People: Who do they see or talk to?■ Places: Where are they?■ Things: What digital touchpoints or physical objects would they use?</div>	<div><div>Finance apps section of website</div></div> <div><div>Respective apps websites</div></div> <div><div>Research articles / blogs sites</div></div>	<div><div>Sign up section of the website</div></div> <div><div>Email Inbox of the user</div></div> <div><div>Sign In section of the website</div></div> <div><div>Budget Tab of the website</div></div> <div><div>Settings tab of the website.</div></div>	<div><div>Budget tab of the website</div></div> <div><div>Budget section of the website</div></div> <div><div>Budget Section of website</div></div> <div><div>Dashboard section of website</div></div>	<div><div>Home page of website</div></div>	<div><div>Email of the user</div></div> <div><div>Notifications in website</div></div> <div><div>Input tab of website</div></div>
<div>Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")</div>	<div><div>Help me to track my everyday finance</div></div> <div><div>Help me avoid over spending</div></div> <div><div>Help me selecting best app</div></div>	<div><div>Help me sign up for the app</div></div> <div><div>Help me get notified everyday</div></div> <div><div>Help me sign in the app</div></div> <div><div>Help me add budget plan to avoid overspending</div></div> <div><div>Help me to get reminders when I am spending over budget</div></div>	<div><div>Help me analyse my everyday expenses</div></div> <div><div>Help me to add income</div></div> <div><div>Help me to categorize my expenses</div></div> <div><div>Help me to see dashboard of my everyday expenses</div></div>	<div><div>Help me to log off from the website</div></div>	<div><div>Help me to analyse my monthly expenses</div></div> <div><div>Help me to get notifications when spent above limit</div></div> <div><div>Adding expenses to track</div></div>
<div>Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?</div>	<div><div>When user starts earning, he/she will realise the need for finance management</div></div>	<div><div>Happiness in tracking their expenses everyday</div></div> <div><div>Happiness in maintaining budget</div></div>	<div><div>Happiness in avoiding over spending</div></div>		<div><div>Happiness in realising the expenses made.</div></div>
<div>Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?</div>	<div><div>When user spends too much, he/she will be worried</div></div> <div><div>To avoid overspending, he/she will start looking for apps.</div></div>	<div><div>When user crossed his limit for a day, he/she will start worrying</div></div> <div><div>When user doesn't have enough money for urgent expenses, they will start worrying.</div></div>	<div><div>Worrying when expenditure goes out of control.</div></div> <div><div>Worrying when they receive notifications of over spending.</div></div> <div><div>Worrying when they spend too much on wants.</div></div>		<div><div>Sadness in realising the overall expenditure of the month.</div></div>
<div>Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?</div>	<div><div>How to make the website more noticeable?</div></div>	<div><div>How to make the website user friendly?</div></div> <div><div>How to make users add expenses easily?</div></div>	<div><div>How to make the users realise unnecessary spendings?</div></div> <div><div>Giving suggestions for users on their expenditures.</div></div>	<div><div>Any confirmation / acknowledgement message?</div></div>	<div><div>Using data analytics to forecast next month expenditures.</div></div> <div><div>Adding their friends/family to monitor expenses.</div></div>