Game-Changer

This is the journey of a

Game changers are people who introduce new practices to their organizations. They want inspire others to co-create and innovate together.

What are their key goals and needs?

To have a better application for expense tracking and a trustable one to link all financial accouts

What do they struggle with most?

To find the best suitable application both user-friendly and secure application for tracking wanted and un-wanted expenses

What tasks do they have?

To find our application and have a easy and an efficient flow of process

Journey Steps — Which step of the experience are you describing?	Discovery — Why do they even start the journey?	Registration — Why would they trust us?	Onboarding and First Use — How can they feel successful?	Sharing — Why would they invite others?
Actions — What does the customer do? What information do they look for? What is their context?	Searches for best method to maintain and manage financial services	Most widely used and secure services provide with best in-class customer support	Great looking and interactive dashboard with easy user-friendly options to manage the application	Share to their friends and family suggesting it as the best efficent and secire application
Needs and Pains — What does the customer want to achieve or avoid? *Tip: Reduce ambiguity, e.g. by using the first person narrator.*	No efficient and secure service for expense tracker	Easy and simple registration with real time tracking of expense from financial accounts	To avoid many operations and complexity in handling the process of the expense tracking	User gets satisfied and happy with the performance of the application
Touchpoint — What part of the service do they interact with?	Dashboard and real time expense tracker with notification	Registration and linking accounts for tracking and managing expenses	User interface with all services related to expense tracking and managing expense of the user	Sharing it in social media or the telephone conversations
Customer Feeling — What is the customer feeling? *Tip: Use the emoji app to express more emotions.*	🤯	🤔	🥴	🤗
Backstage				
Opportunities — What could we improve or introduce?	Real time notification with	Improving security	Increasing the efficiency of process flow with	Increasing the dependent in the

Outcome

What changes for them?

Describe how the life and environment of the customer changes once they used the product or service.

What are they able to do now?

To have the best secure and transparent app without any third-party dependency and best user interface

What can they finally avoid doing?

To search a perfect application for managing their pressure of handling expenses

What changed in my environment?

User-friendly and interactive application that tracks and notify user expenses with at most security of user data

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