Enter username and Enter username and **SCENARIO** Browsing, booking, **Entice Exit Enter Extend** Engage attending, and rating a local city tour What do people What happens after the What do people In the core moments iring become aware experience is over? typically experience experience as they in the process, what as the process finishes? of this process? begin the process? happens? Difficulty in Steps Receive an email Personalized Customer Rating after Make use of the app Receive an email after Calculation **Email Alert** What does the person (or group) Register after successful Recommendation available in different typically experience? successful installing the registration platforms registration application Worry about their Manual Expense Give their personal expense limit details They interact with the UI that makes to Interactions Sharing the app with Profile Section of the store their daily Login to the website Enter username and fellow mates to help What interactions do they have at expenses Customer email website showing how each step along the way? password them save their much money saved (Gmail, Outlook) or Interact with an money People: Who do they see or talk to? intuitive UI some business email Places: Where are they? Things: What digital touchpoints or Enter the available physical objects would they use? categories **Goals & motivations** See what public think Receive graphical Help me to At each step, what is a person's about the expense Help me to save my usage from the Receive daily Recommendation primary goal or motivation? understand how the money tracker ("Help me..." or "Help me avoid...") remainder to add vendor process works Page expenses **Positive moments** It is really a fun to Exiting to see money What steps does a typical person Getting to know the Graphical chart of the find enjoyable, productive, fun, App getting popular understand how the getting saved expense tracker is 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 right its working Promote the product safer way