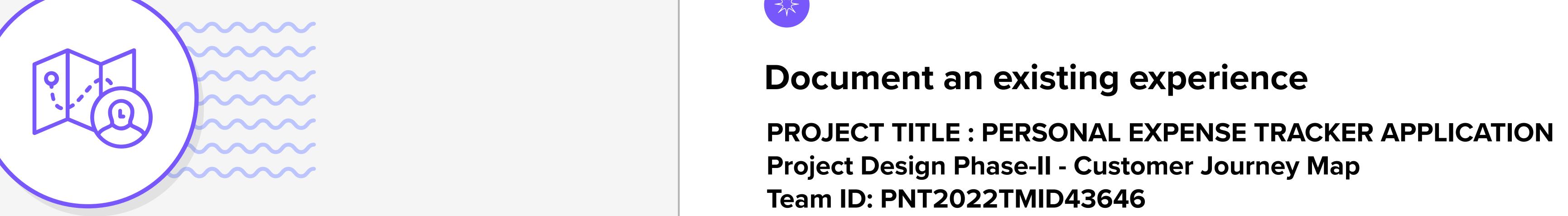


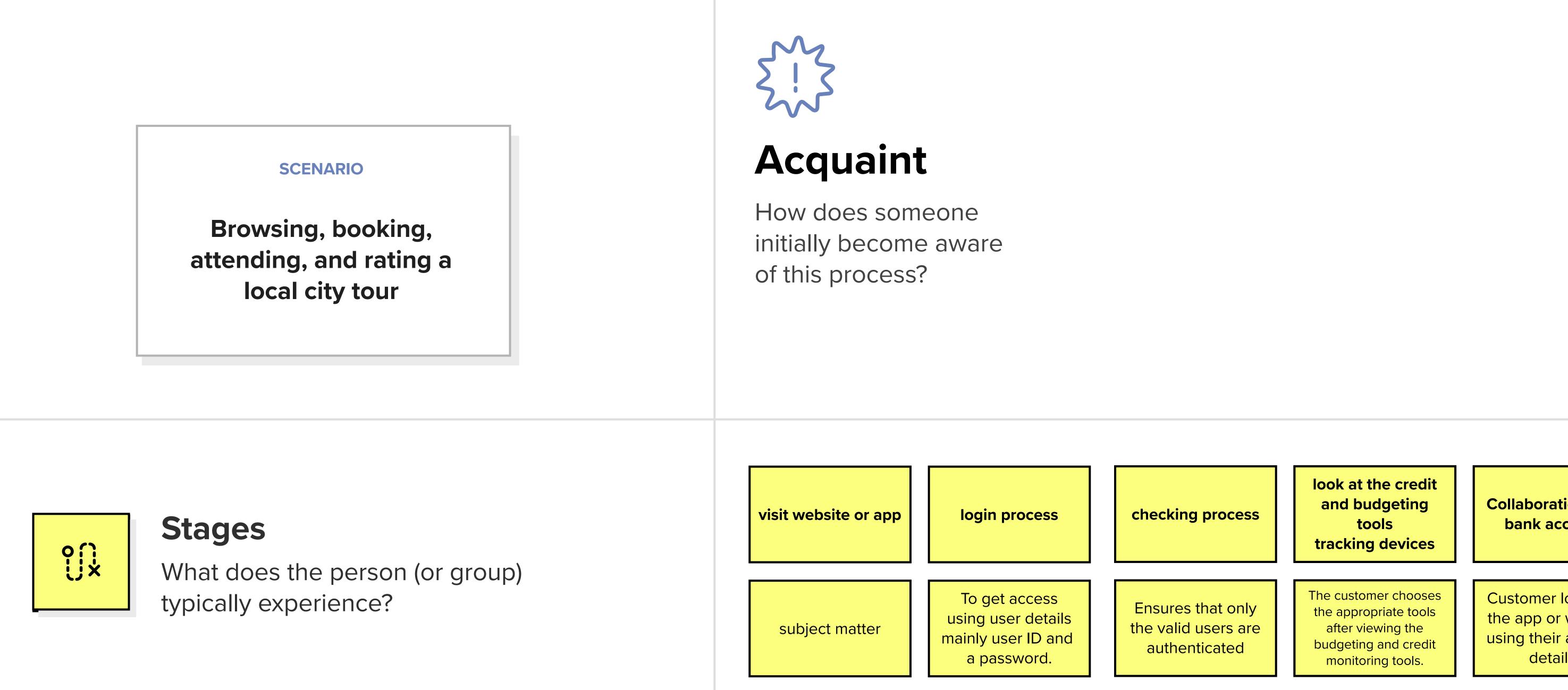
experience Journey map

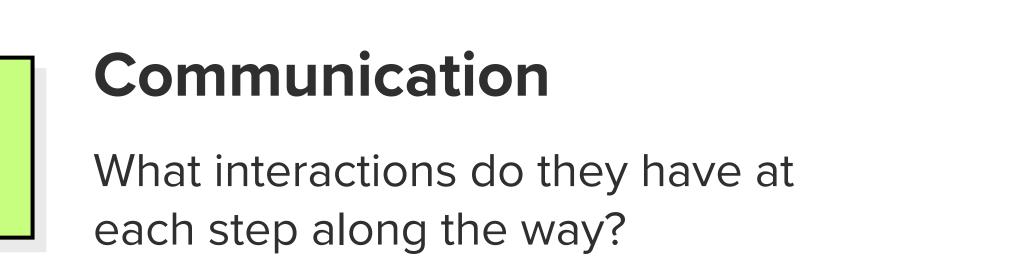
Use this framework to better understand customer needs, motivations, and obstacles by illustrating a key scenario or process from start to finish. When possible, use this map to document and summarize interviews and observations with real people rather than relying on your hunches or assumptions.

Product School









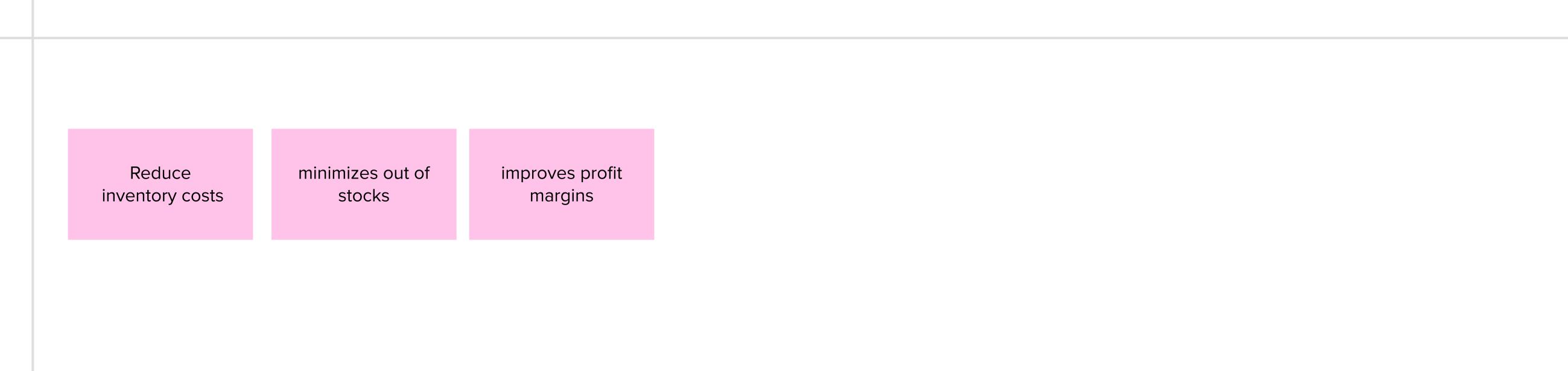
- People: Who do they see or talk to?
- Places: Where are they? Things: What digital touchpoints or

physical objects would they use?

Goals & motivations

("Help me..." or "Help me avoid...")

motivating, delightful, or exciting?

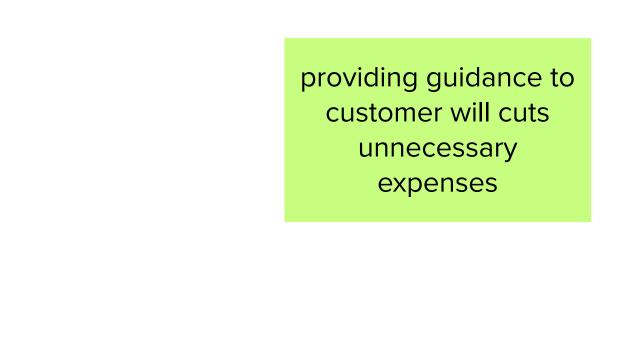


What have others suggested?

Enter What do people undergo as soon as they begin the process?

Manual Abilities





Involve

happens?

In the core moments

in the process, what

Within the given budget, conceal the

Clients hold on to their expense limits and make savings.

What do people

typically experience

as the process finishes?

Please compare for customer costs through utilizing a set of categorical data (bar chart) aid me in making better spending and save cash

Add to

What happens after the

Obtain notification on all relevant features

Pattern "Leave feedback"
while using the application
requesting clients to write
comments for the
application

experience is over?

