SCENARIO

Updating ,checking the money balance .

	Entice	Enter	Engage	Exit	Extend
	How does someone initially become aware of this process?	What do people experience as they begin the process?	In the core moments in the process, what happens?	What do people typically experience as the process finishes?	What happens after the experience is over?
Steps — What does the person (or group) typically experience?	Known about our application for the end user / Most customers needs very simple and easy interface. • Visit website or app / Customer can save the required money through our application. • Search for the money usage • Browse available money management • View detail of the savings.	Start entering the money / Set certain category item button • Complete salary information / You can enter all the necessary details required • Confirm categories • Email confirmation • Email reminder	Completion of enrollment • Track the daily limit / Tour participants meet the guide and other people who have joined the same tour • Get the notifications / The guide brings the group around the area, explaining things as they go. Typically this lasts about 3 hours.	Leave the application / Share the application experience with the others • Prompt for review / The customerwill get the invoice through the email • Writing & submitting review	The user profile will get an update • Personalized recommendations • Personalized user offers / Participation will have an graphical chart to show their expenses • Personalized suggestionsafter new category set
Interactions — What interactions do they have at each step along the way? **People:** Who do they see or talk to? **Places:** Where are they? **Things:** What digital touchpoints or physical objects would they use?	Calculating money section of the website, iOS app,or Android app • graphical pie-chart of the users' Expenses • Category limit section of the website, iOS app,or Android app / Set limit for daily budget data as a integer for every categories. ye	Payment overlay within the website, iOS app, or Android app • Payment overlay within the website, iOS app, or Android app • Customer's email (software like Outlook or website like Gmail)	Aids in maintaining Budget information • Simple to locate and cut down on unnecessary expenditure • Direct interactions with the application To overcome the money shortage / Ability to track the Budget Details	Direct interactions with the website • Customer's email (software like Outlook or website like Gmail) • "Leave a review" modal window within the profile on the website, iOS app, or Android app	Completed experiences section of the profile on the website, iOS app, or Android app • Recommendations span across website, iOS app, or Android app • Customer's email (software like Outlook or website like Gmail) • savings screens website, iOSapp, or Android app
Goals & motivations — At each step, what is a person's primary goal or motivation? ("Help me…" or "Help me avoid…")	For utility bill reminders, use sticky notes. • Preserve the receipt for your reference • Look up bank statement • Why do I spend so much money each day	Help me commit to save money • Help me get through the money management details • Help me feel confident that my money is finalized and tell me what to do next	Help me feel confident about where to save money in correct way • Help me feel good about my decision to save money and to feel welcome • Help me to make themost of the money to be saved	Help me leave the money good feelings and no awkwardness • Help me spread the word for money savings	Help me see what I've done before to save money • Help me see what I could be doing next to save money • Help me see ways to enhance my money
Positive moments — What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	Keep Tracking of the Savings that had been done • Maintain and monitor the organization details	Excitement about the • Money management should besimple	We've heard from several people that the reminder emails were essential, especially if it goes beyond limit • Our guides tend to be so good that people are reassured when they meet their guide • People love the tour itself, we have a 98% satisfaction rating	People generally save their money manually	People like looking back on their past savings • We think people like these recommendations because they have an extremely high engagement rate
Negative moments — What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	I'm unsure about what to do with my money • Having security concerns • Unsure amount the money spent	Confused about the money savings	People expressed awkwardness about finding their money in apublic place • Sometimes people are matched up with their savings that they do really like	People are unclear whether a tip is necessary, especially for saving money / People feel peer pressure to save money • Customers report feeling review fatigue / We have very low review rates (15% of people review experiences) • People describe leaving a review as an arduous process	
Areas of opportunity — How might we make each step better? What ideas do we have? What have others suggested?	If you don't follow the limit you will be given an alert • Could we automatically carry over the alert if it goes beyond the limit.(e.g. via acookie) • Make it easier to compare and shop for experiences without having any trouble in money • Provide a simpler summary to avoid information overload / Show highlights or common phrases from reviews and usage of the money		How might we make our guides easily identifiable (via a distinctive highlights)?	How might we make it clear that money is important but not necessary? / How might we equip people to tip after they spend money? / How might we totally eliminate this awkward moment? • Could we make money management in a simple way ? • How might we feel that we can make money can be saved in more simple?	How might we help people find the spent and remember things they'vedone in the past? • How might we extend the saving and we use for future?