Based on ten customer interviews and observations from the Fairplane expense tracker team



SCENARIO

Updating ,checking the money balance .



## Entice

How does someone initially become aware of this process?



# Enter

What do people experience as they begin the process?



# Engage

In the core moments in the process, what happens?



# Exit

What do people typically experience as the process finishes?



## Extend

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.

or app

Search for the money usage

Browse available

the savings.

Complete salary information

You can enter all the

necessary details

required

iOS app, or Android app

Email reminder Email

Completion of enrollment

Get the notifications The guide brings the Tour participants meet the guide and other people who have joined the same tour

Ability to truck the Budget Details

Share the group around the area, explaining things as they go. Typically this lasts application experience with the

Prompt for review The customerwell get the invoice through the email.

Writing & submitting review

The user profile will get an

Personalized

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?

section of the website, iOS app,or Android app

of the users' Expenses

Customer can save the

required money through our application.

graphical pie-chart

Category limit section of the website, iOS app,or

Set breit for daily budget data as a integer for every categories, ye

Set certain category item button

iOS app, or Android app

(software like **Gutlock** or website like Gmail)

Simple to locate

Direct interactions and cut down on with the application unnecessary To overcome the expenditure money shortage

Track the

Direct interactions with the website

Leave the

Customers email (software like "Leave a review" modal window within the profile on the website, #05 app, Outlook or website like Gmail]

Completed expenses Recommendations section of the profile on the website, iCS app, iOS app, or Android or Android app

tike Gmail)

(software like Outlook or website

Personalized

user offers

savings screens website, iOSapp, or



## 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

Why do I spend so much money each Look up bank

Help me commit to save money

Help me get through management details

Help me feet confident that my money is

Help me feet confident about where to save money in correct way

Help me to make about my decision to themost of the save money and to money to be saved feel welcome

Help me leave the money good feelings and no awkwardness

Help me spread the word for money savings

Help me see what Help me see what I I've done before to save money to save money

could be doing next

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 daily expenses

Excitement about the Savings that had should besimple been done

management

people that the reminder ernels were essential, especially if it goes beyond breit

Our guides tend to be so good that people are reassured when they meet their guide

Feople love the tour itself, we have a 98% save their money satisfaction ratine

People describe

leaving a review as

an arduous process

People tike looking back on their past savings

How might we help people find the spent

they wedone in the past?

We think people like these because they have an extremely high engagement rate



# Negative moments

What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?

Im unum about what to do with my money

Having security concerns

Unsure amount the money spent

Maintain and monitor the organization details

> Confused about the money savings

awkwardness about finding their money in apublic place

Sometimes people are matched up with their savings that they do really like

whether a tip is necessary, especially for

People feel peer pressure to save money

feeling review fatigue

Customers report

We have very low revnew rates (15% of people review experiences



## Areas of opportunity

How might we make each step better? What ideas do we have? What have others suggested?

limit you will be given an abert

carry over the alert if it goes beyond the limit.(e.g. via accoke)

compare and shop for experiences without having any trouble in

maney

summary to avoid information overload

Show highlights or common phrases from reviews and usage of guides easily identifiable (via a distinctive highlights 2

How might we make it clear that money is Important but not necessary?

How might we equip

spend money?

people to tip after the

money management in a simple way?

How might we feel that we can make money can be saved in more simple?

> How might we extend the saving and we use for future?

How might we totally eliminate this awkward moment?