Browsing, booking, attending, and rating a local city tour	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?	Difficulty in Calculation Manual Expense	Register Give their personal details	Receive an email after successful registration Receive an email after Make use of the app available in different platforms		Personalized Recommendation
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?		Interact with an intuitive UI	Customer email (Gmail, Outlook) or some business email	Sharing the app with fellow mates to help them save their money	Profile Section of the website showing how much money saved
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me" or "Help me avoid")	Help me to save my money Help me to understand how the process works	Receive daily remainder to add expenses	Receive graphical usage from the vendor	See what public think about the expense tracker	Recommendation Page
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	It is really a fun to understand how the process works slowly	Exiting to see money getting saved	App getting popular	Getting to know the expense tracker is popular	Graphical chart of the expense done
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	People feel cheated if they dont get to see the result they were expecting	Loss of data	Lots of Ads	People not enjoying it	Laggy UI
Areas of opportunity	Provide a simple tutorial to understand its working	Promote the product	Giving rewards	Making sure that the flaws of the app is set right	Linking the app to Bank account in a safer way