Journey Steps Which step of the experience are you describing?	Discovery Why do they even start the journey?	Registration Why would they trust us?			Onboarding and First Use How can they feel successful?				Sharing Why would they invite others?	
Actions What does the customer do? What information do they look for? What is their context?	In need of expense tracking	agile methodology and rapid application development	categoriz your account statement	notification to the customer when expense exceeds the limit	they can see decrease in their expenses	increase in their savings can be seen	increase in savings for the customers	decrease in their expenses and overall savings can be increased	to avoid unwanted expenses	to help and improve savings
Needs and Pains What does the customer want to achieve or avoid? *Tip: Reduce ambiguity, e.g. by using the first person narrator.*	purpose of nore savings / purpose of expenditure control	they are able to prevent from overspending	customer wants to avoid overspending	to improve savings	user manual is provided with the application	the customers are track their expenses on their own	savings improving techniques are notified	regular usage of expense tracker	able to avoid unwanted expenses	usage of budget calculator keeps unwanted expenses away
Touchpoint What part of the service do they interact with?	they can monitor and personalize their expenses	mobile notification of expenses will provide easy feedback mechanism		mobile notification of expenses will provide easy feedback mechanism	efficient expense tracking system		quick adoption to user needs		more profit to the customer is seen	more savings since the use of mobile application
Customer Feeling What is the customer feeling? *Tip: Use the **emoji app** to express more emotions*	innovative tools is simple and efficent		better UI design visualization			effctive mail incorporation improves the planning			efficent and user friendly	

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