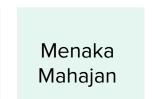
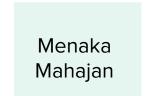


Personal Expense Tracker

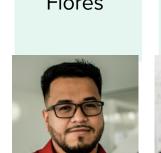
















Browsing, booking, attending, and rating a local city tour



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



What do people typically experience as the process finishes?

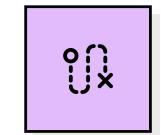


Extend

What happens after the

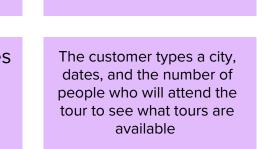


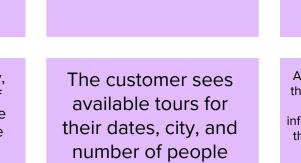
experience is over?

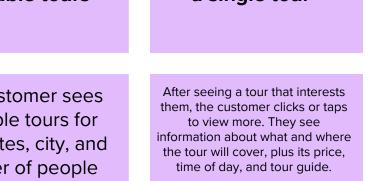


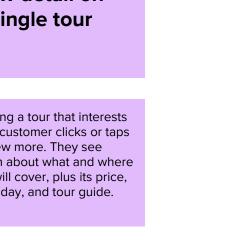
What does the person (or group) typically experience?



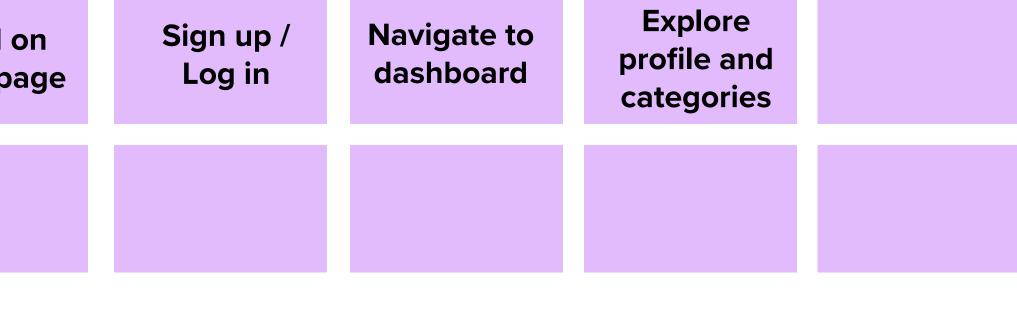


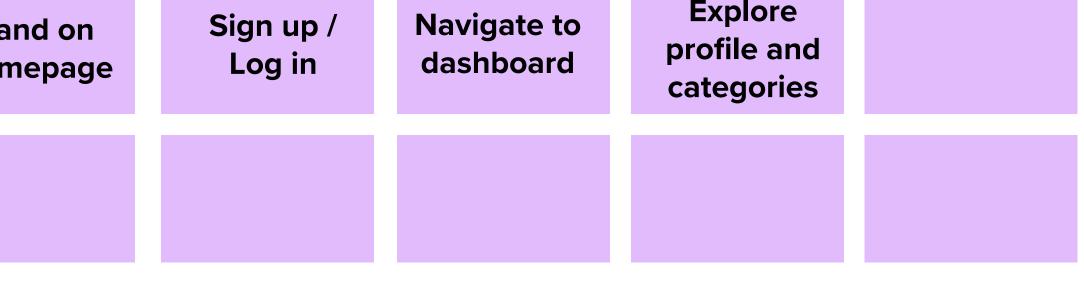




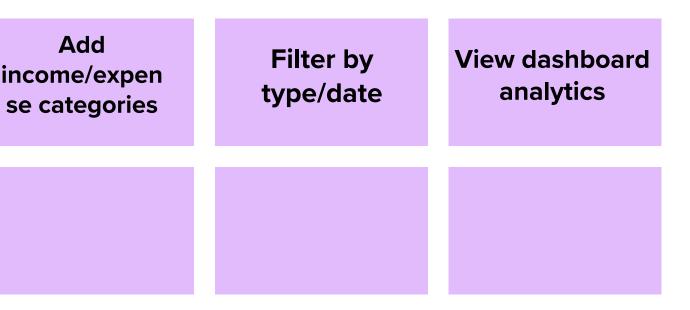


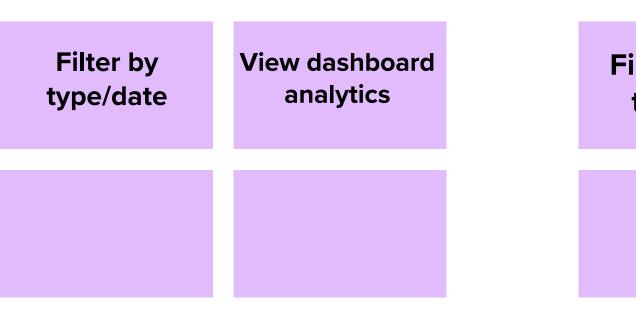


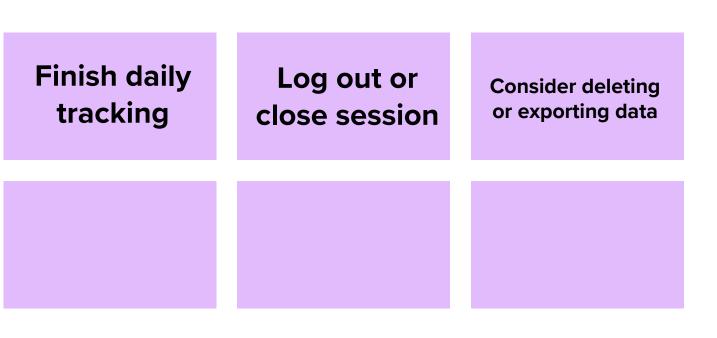




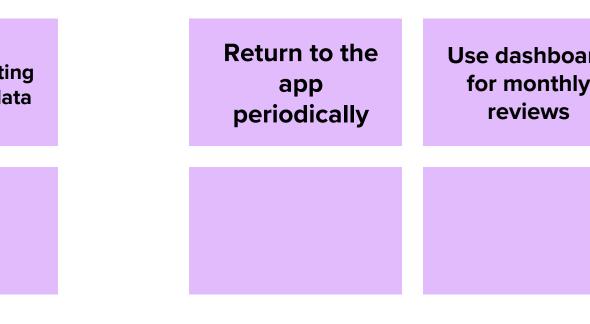


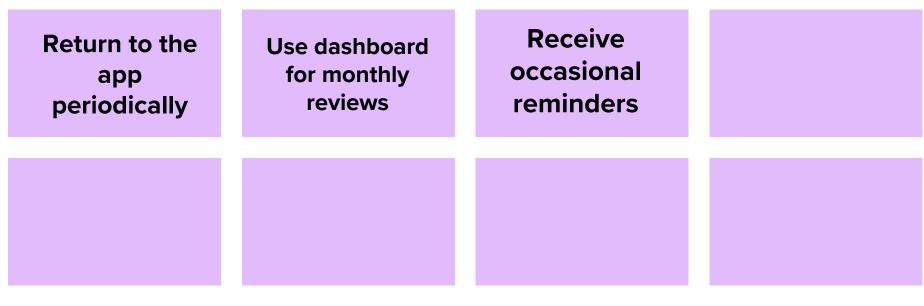






Account







Interactions

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?



App store previews



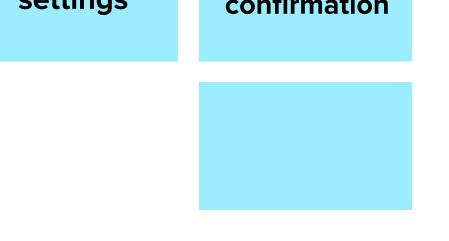


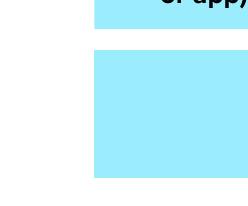
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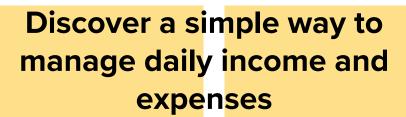






Goals & motivations

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





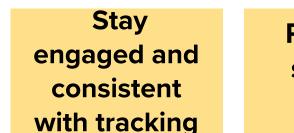




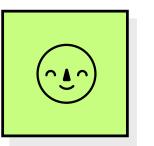






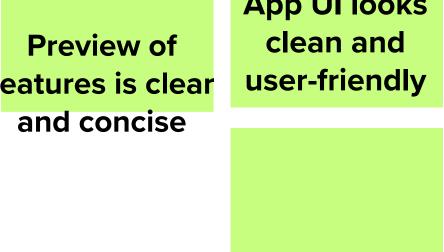




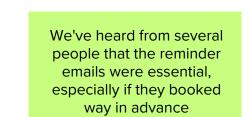


Positive moments

What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?

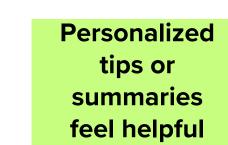


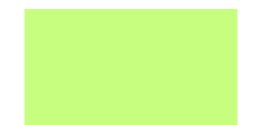








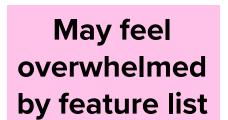






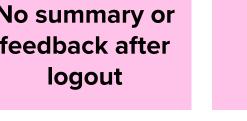
Negative moments

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



Uncertainty about first steps









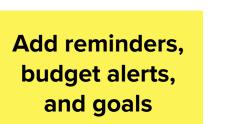
Areas of opportunity

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



Show testimonials or case studies upfront













Add habit