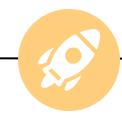
Customer Process Map

She opens the goal setup and sees preset goal types (e.g., Tuition, Emergency Fund).

03

She selects a weekly transfer rule but gets no feedback on progress or success. She's confused and feels uncertain the goal is even active.

05











AWARENESS

Fatima notices the "Set a Savings Goal" feature while checking her account balances.
She's curious but unsure what it offers.

CONSIDERATION

02

ACQUISITION

Fatima enters her savings target (\$500) and selects a 3-month deadline.

The process feels smooth, but she's unsure if the amount is realistic

SERVICE

04

LOYALTY

After a few days, she receives a push notification showing her progress.
This reassures her and increases trust in the feature.