SAYS

I don't like compare prices before going shoping.

Inconvenient

Budget constrains are not a problem

THINKS

It would take too much time to make preparations before going to the store

I don not trust free app not to be biast

Too much work

DOES

Compares prices in the store

Deceides to buy stuff from different stores to save money

Complains that shopping takes too much time

FEELS

Worried: might get lied to about prices

Curious: interested in the idea

Hopefull: this might help save money
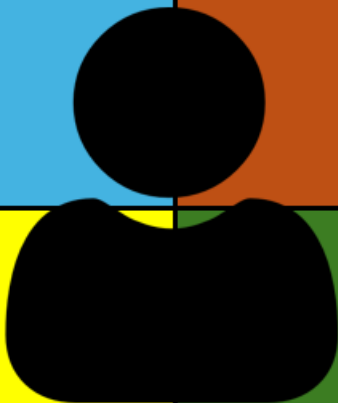
Stages	User Actions	User Goals	Touchpoints	Emotions	Pain Points	Opportunities
Awareness	See ads/heare from frineds	Find a way to save money	App store/social media	Curious/Interested	Skeptical if it is worth the effort	Provide user feedback
Download	Download the app, login, give location access	Understand how the app works	App store	Sceptical	Confusing UI	Use without an account
Search	Enter product	Find cheap offers and closest stores	App	Unsure	Unclear filtring	Make the user choose filters
Comparison	View list of prices by superamarkets	Find the lowest price nearby	App search box	Hopefull	Unclear differences	Color code the displayed information
Decision	Adds item to list or choose store	Find the best route for shopping	Price list	Confident	Hard to make a list	Make a list suggestion
In-store	Visit supermarket	Buy the selected items	In-app list	Surprised	Going to new stores	Button for user feedback
Post purchase	Save money	Continue using the app	List completed notification	Rewarded	Forgeting the app	Send nitifications for relevant deals