

Step	Touchpoint	User Action	Pain Point	Research Insight
Open Ad Setup	Landing screen for campaign creation	Selects campaign objective	Clear, no issue here	-
Objectives screen	A screen with list of objectives to choose from	Select objective	Clear, no issue here	-
Audience + Budget screen	One combined screen for budget + audience	Sees audience targeting and daily budget input	Layout confusion — unclear what to do first	Users didn't understand whether budget and audience relate
Budget input	Recommended/Custom toggle with daily amount input	Sets budget, no validation or inline help	Guesswork: no feedback if amount is too high, too low or good enough	Most users relied on guesswork or external advice
Audience input	Selects location, age, gender, device, etc.	Completes targeting selections	Felt like the only "customizable" section; budget ignored	Users skipped budget thinking it's auto-optimized
Clicks "Save"	Button at bottom	Saves data without any performance insight	No feedback on performance, duration missing	Users didn't realize duration affects budget and performance
Navigates to Duration screen	Duration setting separate from budget	Sets duration without know budget and duration relate and impact results	No correlation visible; trial-and-error based	Budget and duration weren't mentally, visually and technically connected
Clicks "Save"	Button at bottom	Saves data without knowing if the budget is good enough	No feedback on duration	Users didn't realize duration affects campaign performance
Navigates to Ad creation screen	Landing screen for ad setup	Creates or select post to promote	Few issues regarding account connection	Improve account connection flow for smoother ad creation process
Campaign review & checkout	Final step before launch	Quickly reviews selections, and total amount	Overwhelmed, often goes back to the creation screen	User either drop-off or pay and launch campaign without estimating the results.