

# Customer Journey Map — Family Expense Management System (ServiceNow)

1. Entice	2. Enter	3. Engage	4. Exit	5. Extend
<p><b>Steps</b> Realize manual tracking difficulty</p>	<p><b>Steps</b> Log into the ServiceNow app</p>	<p><b>Steps</b> Add daily expenses; System processes data</p>	<p><b>Steps</b> Review totals and summary</p>	<p><b>Steps</b> Set new budget and plan</p>
<p><b>Interactions</b> Checking manual records</p>	<p><b>Interactions</b> Login screen/Portal</p>	<p><b>Interactions</b> Data Entry Form &amp; Reports</p>	<p><b>Interactions</b> Dashboard &amp; Summaries</p>	<p><b>Interactions</b> Budgeting Module</p>
<p><b>Goals</b> Solve financial chaos</p>	<p><b>Goals</b> Secure access</p>	<p><b>Goals</b> Automated tracking</p>	<p><b>Goals</b> Spending awareness</p>	<p><b>Goals</b> Habit formation</p>
<p><b>Positive</b> Motivation for change</p>	<p><b>Positive</b> Professional UI</p>	<p><b>Positive</b> Real-time calculation</p>	<p><b>Positive</b> Total visibility</p>	<p><b>Positive</b> Financial confidence</p>
<p><b>Negative</b> Math errors / Lost data</p>	<p><b>Negative</b> Password friction</p>	<p><b>Negative</b> Entry fatigue</p>	<p><b>Negative</b> Budget shock</p>	<p><b>Negative</b> Strict constraints</p>
<p><b>Opportunity</b> Digitization</p>	<p><b>Opportunity</b> SSO Integration</p>	<p><b>Opportunity</b> Mobile App logging</p>	<p><b>Opportunity</b> AI Spending alerts</p>	<p><b>Opportunity</b> Bank API integration</p>