

# Personal Expense Tracker Application

## Project Design Phase-II - Customer Journey Map

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**TIP**

As you add steps to the experience, move each these "Five Es" the left or right depending on the scenario you are documenting.

SCENARIO	Entice	Enter	Engage	Exit	Extend
<p><b>Personal expense tracker</b></p>	<p>How does someone initially become aware of this process?</p>	<p>What do people experience as they begin the process?</p>	<p>In the core moments in the process, what happens?</p>	<p>What do people typically experience as the process finishes?</p>	<p>What happens after the experience is over?</p>
<p><b>Steps</b></p> <p>What does the person (or group) typically experience?</p>	<div>Recommended by friends</div> <div>Sign up the website or app</div> <div>Visit app or website</div> <div>View budgeting control tool and credit monitoring tools</div> <div>Connect the bank account</div> <div>Some customers get recommendations for this app from the friends who already using the app</div> <div>Customer sign up in the app using mobile or email address</div> <div>Customer navigate to section of various personal expenses options</div> <div>After view the budgeting tool and credit monitoring tool, customer select the suitable tools</div> <div>Customer connect their account to the app or website</div>	<div>Enter the daily expenses</div> <div>Enter the limit of amount</div> <div>Update the bills and receipt</div> <div>categorize the expenses</div> <div>Customer enter their daily expenses</div> <div>Customer enter the limit of amount to spend</div> <div>Customer update the bills and receipt of their expenses in the website or app</div> <div>Various type of expenses is categorized and organized</div>	<div>Make budget</div> <div>Cut unnecessary expenses</div> <div>Email alert</div> <div>After see the category of the expenses and make a better budget</div> <div>After see the record of the expenses they cut the unnecessary expenses</div> <div>Customer receive email when they exceed the limit of the amount</div>	<div>Cover expense within budget</div> <div>Customer spend the money within the budget and save money</div>	<div>Submit the feedback</div> <div>Customer fill the feedback about the application in the feedback form</div>
<p><b>Interactions</b></p> <p>What interactions do they have at each step along the way?</p> <p><b>People:</b> Who do they see or talk to?</p> <p><b>Places:</b> Where are they?</p> <p><b>Things:</b> What digital touchpoints or physical objects would they use?</p>	<div>Selection of budgeting tools and credit monitoring tools</div> <div>Visiting the application through mobile and computer</div> <div>Connect the bank account with the application</div> <div>Selection of expense's type for the respective expenses</div>	<div>Enter the daily expenses in the application</div> <div>Enter the limit of amount to spend</div> <div>Updating of bills and receipt</div>	<div>Giving suggestion to customer to cut unnecessary expenses</div> <div>Giving alert through email when customer exceeds the limit of the amount</div>	<div>Spending the money within the budget</div>	<div>"Leave feedback" model within the application to customers to write the feedback for the application</div>
<p><b>Goals &amp; motivations</b></p> <p>At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")</p>	<div>Help me to record daily expenses</div> <div>Help me to save money</div> <div>Help me to make it easier with an app than pen or paper</div>	<div>Help me to avoid spend and save in a Haphazard manner</div> <div>Help me to view previous expenses</div>	<div>Help me to cut unwanted expenses</div> <div>Help me to not miss any payments</div>	<div>Help me to make better budget and save money</div>	<div>Help me to Compare expenses through the help of bar charts</div>
<p><b>Positive moments</b></p> <p>What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?</p>	<div>Provide budgeting tools and credit tools</div>	<div>Every spending is grouped into categories</div> <div>Let you set spending limits for each category</div>	<div>Helps to make better budget</div>	<div>Represent your spending data in terms of pie charts and graphs</div>	<div>Improve the application by the feedback given by customers</div>
<p><b>Negative moments</b></p> <p>What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?</p>	<div>To not know about the budgeting tools credit monitoring tools</div>	<div>Miss to update the payments in the application</div> <div>Miss to update bills and receipt in the application</div>	<div>Exceeds the limit of the amount while spending the amount</div>	<div>Can't able to spend the money within the budget</div>	<div>Unable to express their experience of the application in the feedback</div>
<p><b>Areas of opportunity</b></p> <p>How might we make each step better? What ideas do we have? What have others suggested?</p>	<div>Make advertisement to promote the application</div>	<div>Easy options to update the expenses, bills and receipts</div>	<div>Make options to give suggestion to make a better budget</div>	<div>Make plans to save the money</div> <div>Show the record of monthly expenses in easy ways and comparison of previous month expenses with current month expense</div>	<div>Add the requirements needed by the customers and rectify the mistake mentioned by customers in the application</div>