












Personal Expense Tracker Application

Project Design Phase-II - Customer Journey Map

Team ID: PNT2022TMIDB22M4E

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

<div>SCENARIO</div> <div>Personal expense tracker</div>	<div></div> <div>Entice</div> <div>How does someone initially become aware of this process?</div>	<div></div> <div>Enter</div> <div>What do people experience as they begin the process?</div>	<div></div> <div>Engage</div> <div>In the core moments in the process, what happens?</div>	<div></div> <div>Exit</div> <div>What do people typically experience as the process finishes?</div>	<div></div> <div>Extend</div> <div>What happens after the experience is over?</div>
<div></div> <div>Steps</div> <div>What does the person (or group) typically experience?</div>	<div><div>Recommended by friends</div><div>Some customers get recommendations for this app from the friends who already using the app</div><div>Sign up the website or app</div><div>Customer sign up in the app using mobile or email address</div><div>Visit app or website</div><div>Customer navigate to section of various personal expenses options</div><div>View budgeting control tool and credit monitoring tools</div><div>After view the budgeting tool and credit monitoring tool, customer select the suitable tools</div><div>Connect the bank account</div><div>Customer connect their account to the app or website</div></div>	<div><div>Enter the daily expenses</div><div>Customer enter their daily expenses</div><div>Enter the limit of amount</div><div>Customer enter the limit of amount to spend</div><div>Update the bills and receipt</div><div>Customer update the bills and receipt of their expenses in the website or app</div><div>categorize the expenses</div><div>Various type of expenses is categorized and organized</div></div>	<div><div>Make budget</div><div>After see the category of the expenses and make a better budget</div><div>Cut unnecessary expenses</div><div>After see the record of the expenses they cut the unnecessary expenses</div><div>Email alert</div><div>Customer receive email when they exceed the limit of the amount</div></div>	<div><div>Cover expense within budget</div><div>Customer spend the money within the budget and save money</div></div>	<div><div>Submit the feedback</div><div>Customer fill the feedback about the application in the feedback form</div></div>
<div></div> <div>Interactions</div> <div>What interactions do they have at each step along the way?<ul style="list-style-type: none">■ People: Who do they see or talk to?■ Places: Where are they?■ Things: What digital touchpoints or physical objects would they use?</div>	<div><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>	<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>	<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>	<div><div>Spending the money within the budget</div></div>	<div><div>"Leave feedback" model within the application to customers to write the feedback for the application</div></div>
<div></div> <div>Goals & motivations</div> <div>At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")</div>	<div><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>	<div><div>Help me to avoid spend and save in a Haphazard manner</div><div>Help me to view previous expenses</div></div>	<div><div>Help me to cut unwanted expenses</div><div>Help me to not miss any payments</div></div>	<div><div>Help me to make better budget and save money</div></div>	<div><div>Help me to Compare expenses through the help of barcharts</div></div>
<div></div> <div>Positive moments</div> <div>What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?</div>	<div><div>Provide budgeting tools and credit tools</div></div>	<div><div>Every spending is grouped into categories</div><div>Let you set spending limits for each category</div></div>	<div><div>Helps to make better budget</div></div>	<div><div>Represent your spending data in terms of pie charts and graphs</div></div>	<div><div>Improve the application by the feedback given by customers</div></div>
<div></div> <div>Negative moments</div> <div>What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?</div>	<div><div>To not know about the budgeting tools credit monitoring tools</div></div>	<div><div>Miss to update the payments in the application</div><div>Miss to update bills and receipt in the application</div></div>	<div><div>Exceeds the limit of the amount while spending the amount</div></div>	<div><div>Can't able to spend the money within the budget</div></div>	<div><div>Unable to express their experience of the application in the feedback</div></div>
<div></div> <div>Areas of opportunity</div> <div>How might we make each step better? What ideas do we have? What have others suggested?</div>	<div><div>Make advertisement to promote the application</div></div>	<div><div>Easy options to update the expenses, bills and receipts</div></div>	<div><div>Make options to give suggestion to make a better budget</div></div>	<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>	<div><div>Add the requirements needed by the customers and rectify the mistake mentioned by customers in the application</div></div>