Requirement Analysis Phase

Customer Journey Map

Date	15 April 2025
Team ID	SWTID1743870329
Project Name	Personal Expense Tracker
Maximum Marks	2 Marks

Customer Journey Map:

Customer Segments	Scenerios					
Stages	Awareness	Consideration	Onboarding	First use	Regular use	Advocacy
Actions	1. Sees target ad on social media 2. Hears recommendations from friends 3. Searches for Budget help online 4. Reads article about personal finance management	1. Reads app store reviews 2. Watches demo videos 3. Compares features across top options 4. Checks pricing plans	1. Downloads app 2. Creates account 3. Links financial accounts 4. Completes initial setup	1. Explores dashboard 2. Reviews initial spending insights 3. Sets up first budget category 4. Tags recent transactions	1. Reviews weekly spending summaries 2. Categorizes new transactions 3. Adjusts budget categories 4. Checks progress towards goals	1. Shares success stories with friends 2. Leaves positive reviews 3. Recommends app to others 4. Upgrades to premium features
Thoughts/ Feelings	1. Frustrated with current financial situation 2. Hopeful that a solution exists 3. Curious about different options 4. Uncertain about what would work best	1. Concerned about security 2. Evaluating time commitment required 3. Excited about potential benefits 4. Hesitant about subscription cost	1. Anxious about sharing financial data 2. Impatient with lengthy setup 3. Excited to get started 4. Overwhelmed by options	1. Surprised by spending patterns 2. Motivated by easy to understand visuals. 3. Curious about additional features 4. Slightly overwhelmed by data	1. Motivated by progress visualization 2. Developing new financial awareness 3. Building habit of financial tracking	1. Pride in financial progress 2. Gratitude for helpful tips 3. Confidence in financial decisions 4. Trusts in the platfoem
Pain Points	1. Too many options to choose from 2. Difficulty differentiating from similar apps. 3. Unsure if expense tracking will actually help	1. Worry about hidden fees 2. Concern about data sharing prices 3. Uncertainity about ease of use	1. Too many setup steps 2. Confusion about account linking 3. Uncertainity about catigorization settings	1. Incorrect automatic categorization 2. Learning curve for navigation 3. Uncertainity about next step	1. Maintenance feels time consuming. 2. Occasional sync issues with accounts 3. Frustration with budget overruns	1. Limited ways to share achievements 2. Difficulty explaining value to others
Opportunities	1. Clear messaging about unique benefits 2. Aurthentic user testimonials 3. Simple comparision with competitors 4. Free trial or basic version available	1. Transparent pricing 2. Clear security 3. Simple feature comparision chart 4. "How it works" walkthrough	1. Streamlined signup process 2. Clear security reassurance 3. Interactive tutorial 4. Quick start option with defaults	1. Guided first use experience 2. Early wins with immediate insights 3. Simple customization options 4. Proactive help tips	1. Automated customization improvements 2. Streamlined routine tasks 3. Positive reinforcement for good habits 4. Helpful tips based on spending patterns	1. Referral program with benefits 2. Shareable milestone achievements 3. Community featues 4. Premium benefits that grow with usage

The Customer Journey Map for a personal expense tracker app chronicles the end-to-end user experience from discovery to long-term engagement. Beginning with Awareness, where potential users first recognize their need for financial management, it progresses through Consideration as they evaluate options and features. The Onboarding stage captures the critical first interactions with the app, while First Use reflects initial explorations and discoveries. Regular Use documents the ongoing relationship users develop with the app as it becomes integrated into their financial routine. Finally, Advocacy represents the stage where satisfied users share their positive experiences. Each stage documents specific actions, thoughts/feelings, pain points, and opportunities, creating a comprehensive blueprint that helps product teams identify moments that matter most to users and design appropriate interventions to enhance satisfaction and retention.