

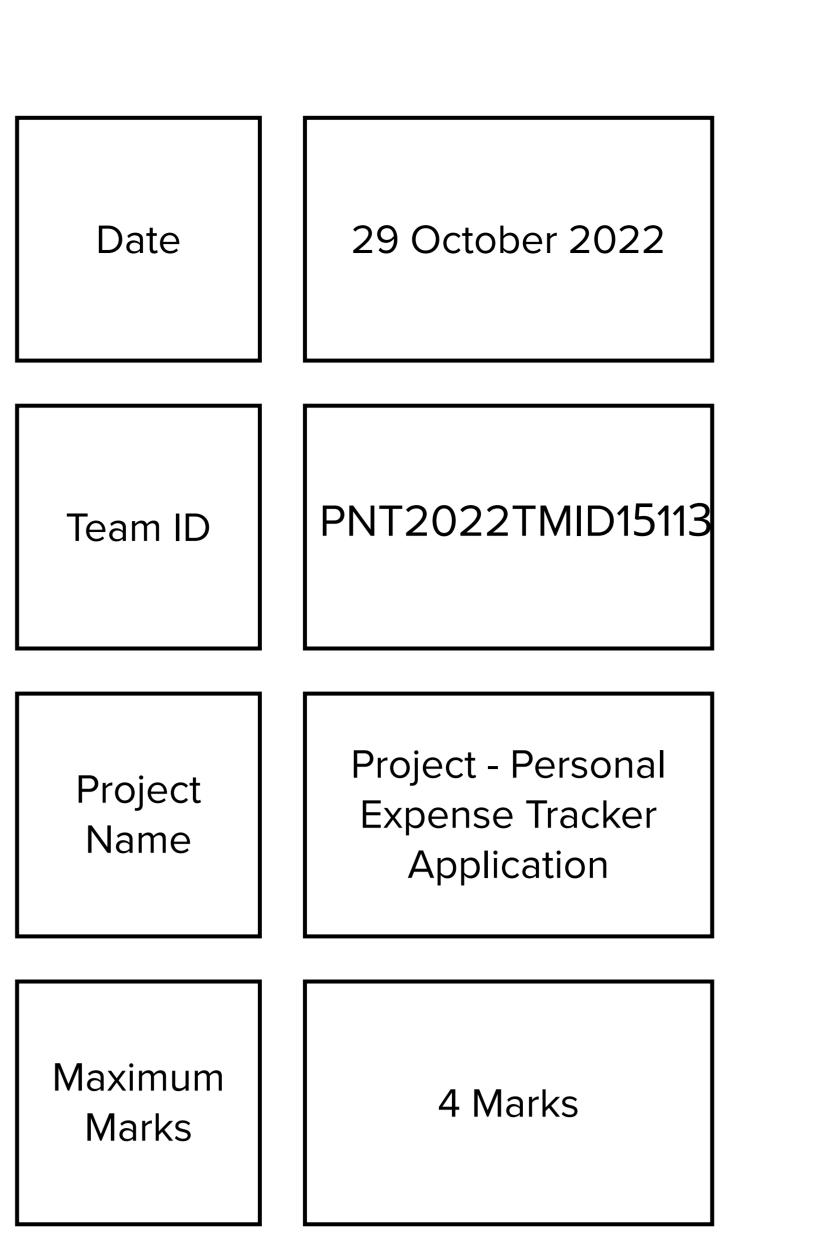
Customer experience journey map

Use this framework to better understand customer needs, motivations, and obstacles by illustrating a key scenario or process from start to finish. When possible, use this map to document and summarize interviews and observations with real people rather than relying on your hunches or assumptions.

Product School







Browsing, booking, attending, and rating a local city tour	Entice How does someone initially become aware of this process?	Enter What do people experience as they begin the process?	Engage In the core moments in the process, what happens?		Exit What do people typically experience as the process finishes?	Extend What happens after the experience is over?
Steps What does the person (or group) typically experience?	Account needs to be created using customer details Clear description about the account creation process needs to be provided		Keeps an eye on the expense and ckeck whether it crosses the limit	Users can set their limits to spend	Income and expense Entire process will be will be saved stopped	User will feel good about their money or save
Interactions What interactions do they have at each step along the way? People: Who do they see or talk to Places: Where are they? Things: What digital touchpoints o physical objects would they use?	They try to google about saving their	Data will be stored in database	expense Is the limit Ification wiill Ito the user	We send alerts to the users about their expenditure	Admin will instruct the user to update the expense periodically. Notification will be sent if the customer didn't update the expense for long time	Feedback will be get from the user. User's feedback will be considered.
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me" or "Help me avoid")	Track their expense. Staying within the budget. Analyze the expense.	The user	can spend the user can live within the more amount ains in budget	Use to track the expense	User's can live their life peacefully without any financial tensions Unnecessary expense can be avoided.	Help the user have better life. The user feel safe spend money.
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	Easy to use Free of cos	Spending the money with this app is more exiting. Users car monthly	Most of the expenses is easily tracked.	Entire data will be visualized	Our application is more secure	Happy mind set User will love to use the application.
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	Frustrating if the application gets hang. Slow internet may cause trouble	personal details may admin v	corrupted values may damage the vill monitor activities.	User may forget the expense some times	User feels sometimes lazy to update the expenses.	People may Suggest other ab recommend. application.
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	Provide a simple summary Easy to compare with others		given a	oints will be ccording to savings	User understands need of the application	User friendly feedback