CUSTOMER JOURNEY MAP

DATE	15.10.2022
TEAM ID	PNT2022TMID21946
PROJECT NAME	Personal Expense Tracker Application

Phase	Login / Register	Add Expenses	Verify Informations	Analyse Expenses	Save Money
Goals	Gain Access to the Account or Access the App	All the Expenses Must Be Tracked Accurately	To Confirm the Added Expenses	Get Better Understanding of the Expenses Made	Save Money Using the Reports
Touchpoints	Register a New Account or Login to Your Account	The Different Expenses Should Be Added to the Appropriate Categories	Cross Verify with Your Bank Statement	Peruse the Expense Reports More Often	Users Have to Accept the Reports Provided by the Tracker and Start Saving Money Accordingly
Customer Thoughts	Feeling Secured	A Detailed Expense Report Must Be Kept for All Expenses	User Can't Be Sure of My Calculations, So I Check My Bank Statements	Users Might Find It Difficult to Keep Track of Their Expenses for Each Period of Time	How Much Can I Save? How to Control This? Where Do I Put My Savings?
Pain Points	Forgetting the Password May Take a Long Time to Recover the Account	The User Might Forget to Update His/Her Expenses in the App	Rechecking the Bank Statements Again and Again for Not Knowing Were We Spent the Money	Users May Have Difficulty Adjusting to the Conditions They Have Been Placed In	Not Being Able to Act upon the Insights, Not Easy to Make Savings Plan
Experience					