

Project Design Phase-II

CUSTOMER JOURNEY MAP

Date	7 October 2022
Team ID	PNT2022TMID53316
Project Name	Project – Personal Expense Tracker Application
Maximum Marks	4 Marks

Customer Journey Map

Personal Expense Tracker Application	Entice	Enter	Engage	Exit	Extend
Steps What does the person (or group) typically experience?	Manage the expense. Visit website on app. Customer enters the income, budget and saving. Track the progress.	Start tracking the expense. Email confirmation. Email notification.	Creating the perfect plan. Meeting the requirements.	Expense progress graph. Writing and submitting review.	Personalized budgeting opportunities.
Interactions 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? 	Personal Expense Tracker section of the website, iOS app, or Android app. Interacts with the website, iOS app or Android app. Interacts with the website, iOS app or Android app. Interacts with the website, iOS app or Android app.	management section of the website, iOS app, or Android app. Interacts with the email workflow. Interacts with the email workflow.	Personal Expense Tracker section of the website, iOS app, or Android app. Personal Expense Tracker section of the website, iOS app, or Android app.	Interacts with expense progress section. "Leave a review" modal appears when the profile, website, iOS app, or Android app.	Recommendations appear across website, iOS app, or Android app. Continued experience within the product or website, iOS app, or Android app.
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")	Help me to find the best personal tracker application. Help me have more knowledge on managing expenses. Help me on entering correct inflow and outflow details. Help me track this progress.	Help me to track the expense flow and savings. Help me feel confident that my expense is tracked and not the chance to do more. Help me understand how my expense is tracked and how it can be used.	help me to create a perfect plan and keep track of previous records. help me to meet all the requirements needed to execute the plan.	Help me to have a clear idea about the expense flow and progress graph. help me to spread a word about the great managing application.	Help me see ways to enhance my expense management.
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	It is fun to create an account. It is fun to explore the website.	Excited about the tracking records. Getting the confirmation mail. Excitement as email is sent the notification is alerted to the customer.	Tracking and managing the expenditure is more fun than it looks.	Excited in writing the reviews.	We have made the most recommended expense management app.
Negative moments What steps does a typical person find frustrating, confusing, engaging, costly, or time-consuming?	These expenses kept to go on the site, a number of expenses were not recorded. Several people expressed "frustration" as they browse. People express a bit of loss of confidence at this step.	People expressed awkwardness about being the guest in a public place. Customer report "being nervous" before.	Sometimes people are confused with our progress and they don't know the.	customer must close the software properly this may take longer time.	We have very low on-time rates.
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	Increase awareness. Adding more details and features in the website.	To increase the support for all kind of device. Increase the support for low quality websites.	To make the UI better. To increase the performance.	The feedback can be observed and users are considered.	Increase reliability with related data and generate more data on the management progress.