

Project Design Phase – 2

Date	08 October 2022
Team ID	PNT2022TMID44305
Project Name	Personal Expense Tracker
Batch	B8-2A4E

Customer Journey Map:

Journey Steps Which step of the experience are you describing?	Discovery Why do they even start the journey?	Registration Why would they trust us?	Onboarding and First Use How can they feel successful?	Sharing Why would they invite others?
Actions What does the customer do? What information do they look for? What is their context?	<div>Check your account statements</div> <div>Categorize your expenses</div> <div>Identify room for change</div>	<div>Choose category expense tracker software</div> <div>Create your expense categories</div> <div>Create your expense input</div>	<div>Connect bank and use smart phone to spending your money and have bank auto to spending</div> <div>It Helps You Stick to Your Budget</div> <div>Record Expenses With Pen and Paper</div>	<div>Invite you with an accurate report of your expenses and pay</div> <div>Achieve your business goals</div> <div>Access control</div>
Needs and Pains What does the customer want to achieve or avoid? <i>Tip: Reduce ambiguity, e.g. by using the first person narrator.</i>	<div>Scale up as the price your business is growing</div> <div>Seamlessly integrate with existing infrastructure</div> <div>Ability to provide valuable insights</div>	<div>Helps to keep an accurate record of your money inflow and outflow</div> <div>It Helps You Meet Your Financial Objectives</div> <div>The best business expense tracker and accounting application for your mobile device</div>	<div>The 50/30/20 budget calculator</div> <div>Tracking your expenses does not have to be complicated. Why don't you give it a try?</div> <div>Digitize Your Expense Tracking</div>	<div>With this system, you can track your expenses and get a detailed report</div> <div>Identify problem areas</div> <div>Encourages and increases savings</div>
Touchpoint What part of the service do they interact with?	<div>Discover a expense manager on internet browser for expense tracking and report</div> <div>Mobile internet expense manager for expense tracking and report</div> <div>Track expense manager for expense tracking and report</div>	<div>Expense & Income Report and Expense Tracking</div> <div>Expense Tracking and Reporting</div> <div>Expense Tracking and Reporting</div>	<div>Expense Tracking and Reporting</div> <div>Expense Tracking and Reporting</div> <div>Expense Tracking and Reporting</div>	<div>Expense Tracking and Reporting</div> <div>Expense Tracking and Reporting</div> <div>Expense Tracking and Reporting</div>
Customer Feeling What is the customer feeling? <i>Tip: Use the emoji app to express more emotions</i>	<div>Reducing the likelihood of error</div> <div>🧐</div>	<div>Well Designed pricing</div> <div>👏</div>	<div>😊</div> <div>Time to Fulfillment</div> <div>😍</div>	<div>Helps create financial stability</div> <div>👍</div>
Backstage				
Opportunities What could we improve or introduce?	<div>Increase financial objectives</div>	<div>Increase the checking of account statement</div>	<div>Get receipts for all purchases, and put them in an envelop</div>	<div>Depreciation of equipment</div>
Process ownership Who is in the lead on this?	<div>User</div>	<div>Best overall free app</div>	<div>Use software to categorize and keep expenses all in one place</div>	<div>Have a dedicated business bank account</div>

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