

Project Design

Phase-II Customer journey map




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Team ID	PNT2022TMID39030
Project Name	Personal Expense Tracker Application



Document an existing experience

Narrow your focus to a specific scenario or process within an existing product or service. In the **Steps** row, document the step-by-step process someone typically experiences, then add detail to each of the other rows.

<div>SCENARIO</div> <div>Add and manage expenses</div>	<div></div> <div>Entice</div> <div>How does someone initially become aware of this process?</div>	<div></div> <div>Enter</div> <div>What do people experience as they begin the process?</div>	
<div></div> <div>Steps</div> <div>What does the person (or group) typically experience?</div>	<div>Acquaintances</div> <div>When friends have lot more savings than you and they got to spend money according to their budget</div>	<div>Family</div> <div>Having a family needs sufficient budget to buy their basic needs as well as take care of other expenses</div>	<div>Collect and manage</div> <div>Usually they need to start taking care of the receipts after expenses</div> <div>Capture and organize your payment receipts to keep track of your expenditure</div>
<div></div> <div>Interactions</div> <div>What interactions do they have at each step along the way?</div> <div><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?</div>	<div>Ask friends for a good way to manage finances</div> <div>Either their office or their houses</div>	<div>Through advertisements</div> <div>Phone or mail or face to face</div>	
<div></div> <div>Goals & motivations</div> <div>At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")</div>	<div>To save money</div> <div>To set a savings goal and spend within the set budget</div>	<div>Keep a through paper trail i.e. to gather up all financial documents and other valuable papers and store it digitally</div> <div>Use documents stored digitally to track expenses</div>	
<div></div> <div>Positive moments</div> <div>What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?</div>	<div>Collecting receipts</div> <div>Identify problem areas where money is spent unwantedly</div>	<div>Avoids debt</div> <div>Faster and simpler process to calculate expense</div>	
<div></div> <div>Negative moments</div> <div>What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?</div>	<div>Setting the appropriate budget according to your savings</div> <div>The risk of limited accessibility</div>	<div>Finding the right budgeting method</div> <div>Stress when budget gets tight</div>	
<div></div> <div>Areas of opportunity</div> <div>How might we make each step better? What ideas do we have? What have others suggested?</div>	<div>From income source calculate budget</div> <div>To meet variable expenses compensate with saved money</div>	<div>Improved revenue forecast</div> <div>Oversee and enhance cash flow of a person</div>	

 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?
<div>Customer have so many receipts it feels overwhelming.</div> <div>Confirm the calculations</div> <div>Lose a lot of time filling expenses</div>	<div>Know what's tax deductible</div> <div></div>	<div></div>
<div>Self-Service Resources</div> <div>Peer Referral</div>	<div>Get financial advices from friends</div> <div>Check and update digital documents</div>	<div>Review expense reports</div>
<div>Encourages and increases savings</div> <div>Generates and sends reports to give a detailed insight about profits, losses, budgets, income, balance sheets, etc.,</div>	<div>Keeping finance organized</div> <div>Helps to meet your financial objectives.</div>	<div>Review your budget regularly.</div>
<div>Can we monthly expense report</div> <div>Use expense reports and spend money accordingly</div>	<div>Improving financial security</div> <div>Budget puts a person on stronger financial footing for both the day-to-day and the long term</div>	<div>Create financial stability</div>
<div>To much of reports can cause problems</div> <div>Categorize each expenses made</div>	<div>Streamline income and expenses under the appropriate tax categories.</div> <div>Complexity to calculate tax</div>	<div>Check expenses on regular basis</div>
<div>Reveals spending issues</div> <div>A detailed log to all expenses and expense report</div>	<div>Helps to solve financial problems on time</div> <div>Dashboard to display expense per category and have improve visibility</div>	<div>Helps you stick to your budget and cut out impulse spending</div>