

Project Design Phase – 2

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Team ID	PNT2022TMID44286
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 a simple expense tracking software</div> <div>Create your expense categories</div> <div>Create your expense input</div>	<div>Control costs and understand your spending</div> <div>It Helps You Stick to Your Budget</div> <div>Record Expenses With Pen and Paper</div>	<div>Invite you with the expense report of your spending and app</div> <div>Achieve your business goals</div> <div>Assess control</div>
Needs and Pains What does the customer want to achieve or avoid? Tip: reduce ambiguity, e.g. by using the first person narrator.	<div>Scale-up as the past year 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 is a cloud-based app that integrates with your existing books</div>	<div>The 50/30/20 Budget Calculator</div> <div>Tracking your expenses in place allows you to understand only what you spend and how you get there</div> <div>Digitize Your Expense Tracking</div>	<div>Helps to keep an accurate record of your money inflow and outflow</div> <div>Identify problem areas</div> <div>Encourages and increases savings</div>
Touchpoint What part of the service do they interact with?	<div>The first step is expense tracker as a business tool that allows you to track your expenses and manage your cash flow</div> <div>Expense tracker app that integrates with existing infrastructure</div> <div>Expense tracker app that integrates with existing infrastructure</div>	<div>Expense tracker app that integrates with existing infrastructure</div> <div>Expense tracker app that integrates with existing infrastructure</div> <div>Expense tracker app that integrates with existing infrastructure</div>	<div>Expense tracker app that integrates with existing infrastructure</div> <div>Expense tracker app that integrates with existing infrastructure</div> <div>Expense tracker app that integrates with existing infrastructure</div>	<div>Expense tracker app that integrates with existing infrastructure</div> <div>Expense tracker app that integrates with existing infrastructure</div> <div>Expense tracker app that integrates with existing infrastructure</div>
Customer Feeling What is the customer feeling? Tip: Use the emoji app to express more emotions	<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 track expenses all in one place</div>	<div>Have a dedicated business bank account</div>

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