

Project Design Phase-II
Customer Journey Map

Date	12 October 2022
Team ID	PNT2022TMID37692
Project Name	Personal Expense Tracker Application
Maximum Marks	4 Marks

SCENARIO

Browsing, booking, attending, and rating a local city tour

Entice

How does someone initially become aware of this process?

Enter

What do people experience as they begin the process?

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?

Steps

What does the person (or group) typically experience?

Check for other application

Visit website or app

Checks for accuracy

Checks for application policies

Comparing features of applications available in market

Checks whether the app is user friendly

Checks if the application is legitimate and secured

Start installing the application

Registering with user credentials

Creating account

Email confirmation

Allowing required permissions

Entering every source of income

Setting boundary value to get notified that money is exhausted

Enter data value of spending

Select category of spending

Decide on where to save money

User engaged with application by manually entering the expense value spend by them

Customer get suggestion on saving money by tracking previous spending

Customer get idea on where they spend unnecessarily

Get a detailed report on spending

Save money if follows the suggestions

Lose money if not follow the suggestions

Track their own spending

Person is asked for reviews for further development of application

The person writes a review based on their experience

Suggest friends and families to use the application

Feature recommendations

Continue using app if beneficial

Wait for further updates

Interactions

What interactions do they have at each step along the way?

■ People: Who do they see or talk to?

■ Places: Where are they?

■ Things: What digital touchpoints or physical objects would they use?

TV advertisements

Interact with phone to know about application

Interaction with websites and mobile applications

Interaction with friends and families who are using the application

Install application

Smart phones and computers where the application run

Interacts with user interface of the application

Interacts with sales person whom they buy products

Interacts with bills in case of buying products on bulk

The customer looking for a person who is experienced with using the application

Suggests application to the persons who are unaware of it

Leave a review on application

Interacts with bank accounts to check balance

Interacts with most of the users and suggesting further improvements

Recommendations span across website, iOS app, or Android app

If other users interact with this person, they will see these completed tours also

Goals & motivations

At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")

Help me to track spending of money

Help me to save money

Help me avoid unnecessary expenses

Help me to view visualized chart of previous and current expenses

Help me have an idea of every source of income

Help me feel confident that my budget is finalized and tell me where to save money

Help me make sure I don't waste money on unnecessary things

Help me feel confident about where to spend money

Help me feel good about my decision to spend money on necessary things

Help me to discover where the money is wasted

Help me to achieve the FIRE goal

Help me to see what mistakes I've done before managing expenses

Help me to manage money

Positive moments

What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?

Curious to know about new features of application in market

It is exciting to know about our own spending

It's reassuring to read reviews written by customers who already using that application

Excitement about different source of income ("Here we got!")

Current payment flow is very bare-bones and simple

Reminder on email and messages on the customer expenses

Customer acquires accurate results on their expenses

The visualization will impacts the customer positively

People get satisfaction at the end of the process

Customer can experience fun on tracking large expenses

Customer will be blown on the remainders will ends in recommendations

Negative moments

What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?

Customer may initially be in a confusion to choose the web app

People may find different and difficult to use it the first instance

People express a bit of fear of commitment at this step

People may experience anger on entering inputs Manually

On entering their expenses customer may become insecure

May find effortful for Tracking Small expenses

The web app also shows loss of the customer income through their expenses

If the system explains about the customer's poor finances

People describe leaving a review as an arduous process

Sometimes customer May feel frustrated on Their losses

Areas of opportunity

How might we make each step better? What ideas do we have? What have others suggested?

Can undergo better reviews before exploring the system

Provide a simpler summary to avoid information overload

Can show highlights, common phrases and good comments from user review

Can assure better security legitimately and provide good user interface

Can reduce the negative impact with the positive approaches

Can give rewards to the customer on better finance management

Can motivate people if they are frustrated with their poor finance management

Will provide satisfaction and positive feedback on the usage

Provides quality and Necessary knowledge about essential and day-to-day finances