

Project Design Phase II

Customer Journey Map

Date	18 September 2022
Team ID	PNT2022TMID48444
Project Name	PERSONAL EXPENSE TRACKER APPLICATION
Maximum Marks	2 Marks

Customer Journey Map Statement:

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?	User can create account by entering their details How to read the activities involved in the app and start Once read and agreed follow up with further steps	Options will be provided MANUAL BANK If the user opts for BANK method their bank details must be filled out Set a Budget for each month	User gets to know the amount they spend every day Track their expenses category wise Get notified if their Budget overflows	Get clear idea about where do they spend more and how to minimize it further All data's are stored so can be retrieved at any time	The application is user friendly The log of tracking is clear and convenient Make use of this app even for small tracking to
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?	User can interact with customer care by using help section Can communicate via E-mail Can ask query directly in the app so that we'll clarify the their given E-mail	Get notified if the given Budget exceeds Data will be stored in the database	Ask them to have a control in their spending in the budget overflow An Email notification will be sent	Admin will instruct the user to update their budget every month or week Notification will be sent regarding the same	Rating and Feedback will be taken from the User User Feedback is considered and act according to their comments
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")	Track the expense Analyze the amount flow Stay within the Budget	User can have a clear idea about their spending Category wise split up helps more to get a clear spending details idea	User can get a disciplined money life balance Get know category wise spending	User can live their life peacefully without having financial burden Unnecessary expense can be avoided	Have a better money tracking experience Get to know where expense is more and where to minimize
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	User friendly since there is an option of Barcode and voice recognition Tracking is made easy	Money spend is tracked through the app which is more exciting User can save and view their monthly expenses in a graph format too	Most of the expenses are easily tracked Entire day will be visualized	Application is safe and trust worthy Inventively application when we are providing flexibly feeling of expenses using barcode and voice method	Happy mind set User will feel secured and love to use this application
Negative moments What steps does a typical person find frustrating, confusing, worrying, costly, or time-consuming?	Frustrating if the application gets hang Slow internet may cause trouble	People think their personal details may be sold People think that the admin will monitor every activities	Corrupted values may damage the graph User may forget the expense some times	Time delay User feels sometimes lazy to update the expenses	People may recommend Suggest other about application
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	We are providing Barcode and Voice recognition system Provide a simple summary with graphs	Helps the user to track the expenses of daily and monthly Have a life money balance	User can set budget so if exceeded notification will be sent Reward points will be given according to the savings	User understand the need of the application	User Feedback are considered Act according to the feedback