Project Design Phase-II
Customer Journey Map

Date	14 October 2022
Team ID	PNT2022TMID32597
Project Name	Project - Personal Expense Tracker

Phase What does the person typically experience?	Login / Register	Add Expenses	Verify Informations	Analyse Expenses	Save Money
Touchpoints What Touchpoints 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?	Register a New Account or Login to Your Account	Cross Verify with Your Bank Statement	Peruse the Expense Reports More Often	The Different Expenses Should Be Added to the Appropriate Categories	Users Have to Accept the Reports Provided by the Tracker and Start Saving Money Accordingly
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me…" or "Help me avoid…")	Gain Access to the Account or Access the App	All the Expenses Must be Tracked Accurately	To Confirm the Added Expenses	Get Better Understanding of the Expenses Made	Save Money Using the Reports
Customer Thought What steps does a typical person think => productive, fun, motivating, or exciting?	Feeling Secured	A Detailed Expense Report Must Be Kept for All Ex	User Cant Be Sure of My Calculations, So I Check My Bank Statements	Users Might Find It Difficult to Keep Track of Their Expenses for Each Period of Time	How Much Can I Save? How to Control This? Where Do I put My Savings?
Pain Points What steps does a typical person find confusing, angering, costly, or time-consuming?	Forgetting the Password May Take a Long Time to Recover the Account	The User Might Forget to Update His/Her Expenses in the App	Rechecking the Bank Statements Again and Again for Not Knowing Where We Spent the Money	Users May Have Difficulty Adjusting to the Conditions They Have Been Placed In	Not Being Able to Act upon the Insights, Not Easy to Make Savings Plan