

Project Design Phase-II
Customer Journey Mao

Date	30 October 2022
Team ID	PNT2022TMID22090
Project Name	Personal Expense Tracker
Maximum Marks	4 Marks

Customer Journey Map:

Overview Browsing, booking, attending, and noting a local city tour	Register	Add Information What do people experience as they begin the process?	Verification In the core moments in the process, what happens?	Analyse Expenses What do people typically experience as the process finishes?	Results What happens after the experience is over?
Steps What does the person do (or avoid) typically important?	Focus on the needs in registration form By registering can I see some of the tour options?	Get an overview of features Feeling unsure what to use when the tour starts?	Use mobile application Create a calendar	Review When expense records are?	Get feedback on usability Analyze what was helpful or harmful?
Interactions What interactions do they have at each step along the way? <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? 	Know the User Details Review	User friendly application Watch video onboarding and understand more	To verify user credentials application evaluation	notified on exceeding limit can check balance	Feature not what user needs the feature Error Recovery
Goals & motivations At each step, what is a person's primary goal or motivation? ("help me..." or "help me avoid...")	Accessibility to account Recommend application	Focus on recording expenses and being able to find Calculation confirmation	Secure Specification Identify confirmation	Quality of Application Better budget	Provides idea and feedback Recover from money leakage
Positive moments What does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	Keyboard without any interruption of time Reviewed the application and login/registration verified	Login successful verified Money deposited instant and successful	User data security check on fraud	Financial control and management Spend wisely	Feature being what user needs to improve Feature being more convenient and secure
Negative moments What does a typical person find frustrating, confusing, annoying, costly, or time-consuming?	Data entering and loss Network issues	User assumes that data is secure going back and forth to overview	System process delay Network interruption and issues	Time consuming Locations unpredictable	Stressed thinking about the situation slow progress and time delayed
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	It is an accessible application Report an expense and receive it instantly	Expense updated quickly process of deletion	User transactions are automatic and processed Providing performance features and feedback	Build your budget plan Categories can look into your expenses trends	Collect and notified on making something that Generate report

