

Project Design Phase-II Customer Journey Mao

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

Customer Journey Map:

| SCENARIO Browsing, booking, attending, and rating a local city tour | Register | Add Information | Verification | Analyse Expenses | Results |
|--|---|--|--|---|--|
| Steps What does the person (or group) typically experience? | The user fills the details in registration form By registering user can access the account dashboard | Get an overview of expenses Tracking starts as soon as user enters the required details | User email id verification confirm calculation | Detection when expense exceeds limit | Self Control to save money analyse report and attempt to increase savings |
| 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? | Enter the User Details Review | User friendly application Admin makes updation and monitors work done | To verify user credentials application evaluation | notified on exceeding limit can check balance | Protect and ensure user does not exceeds the budget 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 | Helps in controlling expenses and being within the limit Calculation confirmation | Ensure Specification Identity confirmation | Quality of Application Better budget | Provides alert and notifies me Recover from money lagage |
| Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting? | Registered without any interruption or error reviewed the application and login credentials verified | Login credentials verified Money expenses secure and recorded | User data security check on fraud | financial control and management Spend wisely | Positive feeling after able to control money expenses Positive feeling when account and user data is secure |
| Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming? | Data missing 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 Variables 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 userfriendly application Report on expenses and income is provided | Expense updated quicker process of detection | User credentials are username and password Evaluating performance increase and decrease | Build your budget plan Categorize and look into your expenses made | Alerted and notified via mail on exceeding limit Generate report |

