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| DATE | 17 October 2022 |
| TEAM ID | PNT2022TMID02662 |
| PROJECT NAME | Personal Expense Tracker Application |
| MAXIMUN MARKS | 4 marks |

PERSONAL EXPENSE TRACKER

CUSTOMER JOURNEY MAPPING

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| SCENARIO:  TRACKING DAY TO DAY EXPENSES AND CALCULATING PROFIT AND LOSES | **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 people typically experience as the process finishes? | **Extend**  What happens after the experience is over? |
| STEPS:  What does the person (or group) typically experience? | We will provide demo session for using the application and free trial for a month to make them feel better with our application | Fill in expenses to know how much they spend in a month or a week and keep track of their expenses. | Get overview of the expenses and sure of the calculation that are done to calculate the average expense | Get better understanding of expenses and finance. | Try to save money using new insights |
| INTERACTIONS:  What interaction 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 contact our customer service which will be available 24/7 to help them provide assistance in using the application | User accesses the computer from anywhere to use our application to store their daily expenses in our app | Our application will continuously track their expenses and will notify the user once their expense amount exceeds the maximum limit they set during the start of the month | We will send notifications and emails if the user doesn’t update the expense regularly. | The user can provide the feedback about using out application which will help us in improving our services. |
| **Goals & motivations**  At each step, what is a person’s primary goal or motivation? (“Help me...” or “Help me avoid...”) | * Tracking the expense * Analyzing the expense * Staying within the budget | User will try to stay within the limits therefore he/she will ultimately try to cut down unwanted expenses | User can analyze in which area he spend the more, where he/she has to concentrate more to reduce their expense | User can have a satisfaction of saving money and can lead a peaceful life by living on the line | We help user lead a happy life and he can spend freely if he knows the limit |
| **Positive moments**  What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting? | * Easy to use * Free of cost * 24/7 support service | No need to save all the receipts inorder to calculate the expense, they can easily store the expense and retrieve any time | Expense can be easily recorded and analysis of expense becomes easier and the entire data is visualized | No trouble in service since we are using IBM CLOUD. Doesn’t want to make manual calculation which are error prone and time consuming | Easily compare the expense of current month with previous month and can make decision wiser to save money in upcoming months |
| **Negative moments**  What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming? | The user has to manually enter all the expenses which is little frustrating and when the application is down due to poor internet it is again a drawback | People can think that their personal data can be sold and They spend lot of time in updating the expense and other details | People can forgot some expenses or cannot have accurate expense details which may cause a deflection in the analysis and calculations | It cannot be afforded that application will be fast all the time, because of the unstable internet connections | Because of these small corrections and negative movements people might not suggest this application to others |
| **Areas of opportunity**  How might we make each step better? What ideas do we have? What have others suggested? | Provide summary in the dashboard and have to ensure security for the user data | We have to automate the way of recording expenses by collecting transaction from their cards | Can improve analysis and can show more charts and bar diagrams to make them easily understand the profit and loss | Can provide rewards and vouchers based on their savings by analyzing previous months saving and expenses | Can attract people by doing advertisements and live demos in big events |