

# Project Design Phase-II Customer Journey Map

Date	03 October 2022
Team ID	PNT2022TMID04668
Project Name	Personal Expense Tracker
Maximum Marks	4 Marks

Template

## Customer experience journey map

Use this framework to better understand customer needs, motivations, and obstacles by illustrating a key scenario or process from start to finish. When possible, use this map to document and summarize interviews and observations with real people rather than relying on your hunches or assumptions.

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Document an existing experience

Narrow your focus to a specific scenario or process within an existing product or service. In the **Steps** row, document the step-by-step process someone typically experiences, then add detail to each of the other rows.

TIP

As you add steps to the experience, move each these "This is" to the left or right depending on the scenario you are documenting.

<div>SCENARIO</div> <div>Browsing, booking, attending, and rating a local city tour</div>	<div>ENTICE</div> <div>Entice</div> <div>How does someone initially become aware of this process?</div>	<div>ENTER</div> <div>Enter</div> <div>What do people experience as they begin the process?</div>	<div>ENGAGE</div> <div>Engage</div> <div>In the core moments in the process, what happens?</div>	<div>EXIT</div> <div>Exit</div> <div>What do people typically experience as the process finishes?</div>	<div>EXTEND</div> <div>Extend</div> <div>What happens after the experience is over?</div>
<div>Steps</div> <div>What does the person (or group) typically experience?</div> <div> <div>Choosing the right experience</div> <div>Booking of experience</div> <div>The product experience</div> <div>The user's right of application</div> <div>Enter house, answer and early experience</div> <div>Chart</div> <div>Find daily route</div> <div>Investigation of data</div> <div>Planning the budget</div> <div>Transfer for routine</div> <div>Unlaid amount</div> <div>Learn to use</div> </div>	<div> <div>Choosing the right experience</div> <div>Booking of experience</div> <div>The product experience</div> <div>The user's right of application</div> </div> <div> <div>Enter house, answer and early experience</div> <div>Chart</div> <div>Find daily route</div> </div> <div> <div>Investigation of data</div> <div>Planning the budget</div> </div> <div> <div>Transfer for routine</div> <div>Unlaid amount</div> </div> <div> <div>Learn to use</div> </div>	<div> <div>Enter house, answer and early experience</div> <div>Chart</div> <div>Find daily route</div> </div> <div> <div>Investigation of data</div> <div>Planning the budget</div> </div> <div> <div>Transfer for routine</div> <div>Unlaid amount</div> </div> <div> <div>Learn to use</div> </div>	<div> <div>Investigation of data</div> <div>Planning the budget</div> </div> <div> <div>Transfer for routine</div> <div>Unlaid amount</div> </div> <div> <div>Learn to use</div> </div>	<div> <div>Transfer for routine</div> <div>Unlaid amount</div> </div> <div> <div>Learn to use</div> </div>	<div> <div>Learn to use</div> </div>
<div>Interactions</div> <div>What interactions do they have at each step along the way?</div> <div> <div>People: Who do they see or talk to?</div> <div>Places: Where are they?</div> <div>Things: What digital touchpoints or physical objects would they use?</div> </div>	<div> <div>Choosing the right experience</div> <div>Booking of experience</div> <div>The product experience</div> <div>The user's right of application</div> </div> <div> <div>Enter house, answer and early experience</div> <div>Chart</div> <div>Find daily route</div> </div> <div> <div>Investigation of data</div> <div>Planning the budget</div> </div> <div> <div>Transfer for routine</div> <div>Unlaid amount</div> </div> <div> <div>Learn to use</div> </div>	<div> <div>Enter house, answer and early experience</div> <div>Chart</div> <div>Find daily route</div> </div> <div> <div>Investigation of data</div> <div>Planning the budget</div> </div> <div> <div>Transfer for routine</div> <div>Unlaid amount</div> </div> <div> <div>Learn to use</div> </div>	<div> <div>Investigation of data</div> <div>Planning the budget</div> </div> <div> <div>Transfer for routine</div> <div>Unlaid amount</div> </div> <div> <div>Learn to use</div> </div>	<div> <div>Transfer for routine</div> <div>Unlaid amount</div> </div> <div> <div>Learn to use</div> </div>	
<div>Goals &amp; motivations</div> <div>At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")</div>	<div> <div>Choosing the right experience</div> <div>Booking of experience</div> <div>The product experience</div> <div>The user's right of application</div> </div> <div> <div>Enter house, answer and early experience</div> <div>Chart</div> <div>Find daily route</div> </div> <div> <div>Investigation of data</div> <div>Planning the budget</div> </div> <div> <div>Transfer for routine</div> <div>Unlaid amount</div> </div> <div> <div>Learn to use</div> </div>	<div> <div>Enter house, answer and early experience</div> <div>Chart</div> <div>Find daily route</div> </div> <div> <div>Investigation of data</div> <div>Planning the budget</div> </div> <div> <div>Transfer for routine</div> <div>Unlaid amount</div> </div> <div> <div>Learn to use</div> </div>	<div> <div>Investigation of data</div> <div>Planning the budget</div> </div> <div> <div>Transfer for routine</div> <div>Unlaid amount</div> </div> <div> <div>Learn to use</div> </div>	<div> <div>Transfer for routine</div> <div>Unlaid amount</div> </div> <div> <div>Learn to use</div> </div>	
<div>Positive moments</div> <div>What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?</div>	<div> <div>Choosing the right experience</div> <div>Booking of experience</div> <div>The product experience</div> <div>The user's right of application</div> </div> <div> <div>Enter house, answer and early experience</div> <div>Chart</div> <div>Find daily route</div> </div> <div> <div>Investigation of data</div> <div>Planning the budget</div> </div> <div> <div>Transfer for routine</div> <div>Unlaid amount</div> </div> <div> <div>Learn to use</div> </div>	<div> <div>Enter house, answer and early experience</div> <div>Chart</div> <div>Find daily route</div> </div> <div> <div>Investigation of data</div> <div>Planning the budget</div> </div> <div> <div>Transfer for routine</div> <div>Unlaid amount</div> </div> <div> <div>Learn to use</div> </div>	<div> <div>Investigation of data</div> <div>Planning the budget</div> </div> <div> <div>Transfer for routine</div> <div>Unlaid amount</div> </div> <div> <div>Learn to use</div> </div>	<div> <div>Transfer for routine</div> <div>Unlaid amount</div> </div> <div> <div>Learn to use</div> </div>	
<div>Negative moments</div> <div>What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?</div>	<div> <div>Choosing the right experience</div> <div>Booking of experience</div> <div>The product experience</div> <div>The user's right of application</div> </div> <div> <div>Enter house, answer and early experience</div> <div>Chart</div> <div>Find daily route</div> </div> <div> <div>Investigation of data</div> <div>Planning the budget</div> </div> <div> <div>Transfer for routine</div> <div>Unlaid amount</div> </div> <div> <div>Learn to use</div> </div>	<div> <div>Enter house, answer and early experience</div> <div>Chart</div> <div>Find daily route</div> </div> <div> <div>Investigation of data</div> <div>Planning the budget</div> </div> <div> <div>Transfer for routine</div> <div>Unlaid amount</div> </div> <div> <div>Learn to use</div> </div>	<div> <div>Investigation of data</div> <div>Planning the budget</div> </div> <div> <div>Transfer for routine</div> <div>Unlaid amount</div> </div> <div> <div>Learn to use</div> </div>	<div> <div>Transfer for routine</div> <div>Unlaid amount</div> </div> <div> <div>Learn to use</div> </div>	
<div>Areas of opportunity</div> <div>How might we make each step better? What ideas do we have? What have others suggested?</div>	<div> <div>Choosing the right experience</div> <div>Booking of experience</div> <div>The product experience</div> <div>The user's right of application</div> </div> <div> <div>Enter house, answer and early experience</div> <div>Chart</div> <div>Find daily route</div> </div> <div> <div>Investigation of data</div> <div>Planning the budget</div> </div> <div> <div>Transfer for routine</div> <div>Unlaid amount</div> </div> <div> <div>Learn to use</div> </div>	<div> <div>Enter house, answer and early experience</div> <div>Chart</div> <div>Find daily route</div> </div> <div> <div>Investigation of data</div> <div>Planning the budget</div> </div> <div> <div>Transfer for routine</div> <div>Unlaid amount</div> </div> <div> <div>Learn to use</div> </div>	<div> <div>Investigation of data</div> <div>Planning the budget</div> </div> <div> <div>Transfer for routine</div> <div>Unlaid amount</div> </div> <div> <div>Learn to use</div> </div>	<div> <div>Transfer for routine</div> <div>Unlaid amount</div> </div> <div> <div>Learn to use</div> </div>	

