

## 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.

Created in partnership wit

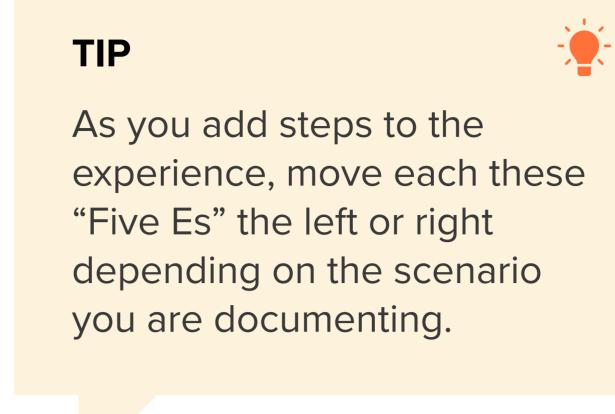
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## Document an existing experience

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.



Browsing, booking, attending, and rating a local city tour	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 do people typically experience as the process finishes?	Extend What happens after the experience is over?
Steps What does the person (or group) typically experience?	able to increase their monthly and annual savings  can able to fulfill the future requirements  can able to view and see through the savings process	Can track expenses on daily basis  Reduce the excess exxpenses	Can set budgets for the things you wish to buy  Limit the expenses which exceeds the limit	can limit the unnecessary expense	Fulfill the future control unwanted requirements expenses
Interactions  What interactions 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?	unable to register by their own add expense categories give detailed description about the expense registered peronal can only login	expense calculated every day is generated  expense calculated every day is generated  expense calculated every day is generated  manage expense within the limit made	add on options are given every information is maintained and stored	limit expenses based on previous expenses	based on previous expense track to your new expense
Goals & motivations  At each step, what is a person's primary goal or motivation?  ("Help me" or "Help me avoid")	outline the budget leads to attain requirements more increasethe savings by limit expense	interactive icons and related themes applieed  deletion of categories list provides benifits of knowing unknown expenses	daily expense should also be add on Based on expenses added graph will be modified accordingly	efficient of saviing income increased	usage of application increases  interaction and maintain the expense within the limit
Positive moments  What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	notification mail sent to the registered mail id  get notified when linit exceeds	analyse the expense through graphical representation  able to see customers daily expenses and savings	reward system for saving money  update along with the price of each expense	limit their unwanted expenses	able to maintain expenses by their own  predict the expenses in prior itself
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	salary is settledown without savings  expense is more than the monthly income	sometimes calculations made manually incase of expense  alerting twice may irritate the user	Enter the details manually may encounter less time  Delete the included expenses result in miscalculation of extra amount	Enter the details manually may encounter less time	Maintain time to entering details along with the cost of each expense
Areas of opportunity  How might we make each step better? What ideas do we have?  What have others suggested?	Validate the total amount periodically  Alerts will be sent twice a day for more attention	Analyze the expense through graph is more efficient	Limit the amount according to buy expenses  Setting budget plans	Able to control the unwanted expenses	Preplan the expenses and save accordingly  Review the product and buy the best expense