

Customer experience journey map

The framework that we used is 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 with



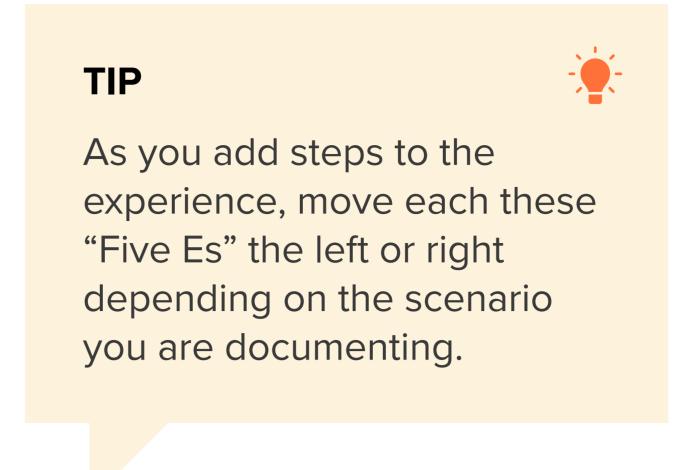




Document an existing experience

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.

PERSONAL EXPENSE TRACKER APPLICATION



Team ID : PNT2022TMID26452

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?	lı ir	Engage In the core moments on 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?	The application is user friendly	Users can get to know the app once they get into the application	The users will experience the uniqueness of the application	They will experience the clean and smooth UI	Giving alert signs when the user out of money	The users will provided with some dropdown lists where they can select from	Save the process from where they left	getting personal thoughts about user experience
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?	App will guide the user each step along the way to app	Our application is going to interact with user in such a way where there is complete guide about the application	The users will be tracked fully by the application for tracking the expense purpose	It will give some hints to users about savings	pop up alerts can be made to alert users	If excessive money has been spent, automatically changes next month expense	Motivating users about how much they will be needing according to lead a peaceful life	Star rating sessions
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me" or "Help me avoid")	Tracking expenses	Alerting the users if they reach the limit	Helps to stay within their budget	User can keep track of their budget	Keeps to track particular expense	Alerting user will be the major aspect of this application	Helps very much when having budget constrain Aspects such as insigning helps user to make practical use of the a	Asking reviews from the user User can choose the service that are needed
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	Smooth authentication proccess	Improved security with temporary database	If user achieve the process for the month, increase in personal rating	Can split the expense within the app	up to date information about their expense	Statements or reports about the spendings	resume the process whenever the point they exit Background proc the app	Analysing in background
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	Depends upon the device	Some users may not find the UI to be user friendly	If they spent more than what they thought they would be spending	Miscalculations of spending	Entering with number can be hectic cause	confusions in spending	Users may think it as Reviews are expressive	e not in e way Recommending it to others
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	Keep tracking of ones one expense is a hectic for the users	Users will have some ideas of using the app	in er	nproving while ntering the app		Improving the app performance in a particular way	Can have different languages Can have useful having review p	way of rocess If user are coming back to use the application after long time