

## 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.

PROJECT NAME : PERSONAL EXPENSE TRACKER
TEAM ID : PNT2022TMID23410

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?
Unnamed area  Steps What does the person (or group) typically experience?	People can view and learn about this application from the description of app.  Users can create an account for themselves by entering the basic details.	The UI will be aesthetically pleasing.  Everything will be simple-to-use.	Detects the situation like when expense exeed over the income	User will have a detailed report of their spending	Users can plan their economic spending based on the acquired data.
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?	Users will be provided with an interactive web interface to get their job done	The user will be notified when they go over the budget.	Users are constantly alerted from being over-budget	Users can export the report for futher deliberations	User's feedback collected, to strengthen the application
Goals & motivations  At each step, what is a person's primary goal or motivation?  ("Help me" or "Help me avoid")	Track the expense Reduce the unwanted expenses Stay within the budget.	User can visualize their spending  Users can take informed decisions about their spending	Users can take informed decisions about their spending	Users can take informed decisions about their spending	Users can take informed decisions about their spending
Positive moments  What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	Users can save their money from unwanted expenses	User is equipped with the power of data	Users get an detailed view of their spending in a simple way	Users' data is stored securely	
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	The application is grounded at the moment, with limited capabilities.	The manual entry of expenses can be tiresome	Discrepancies in the entered data, might cause errors	The background operations might be a bit slow	
Areas of opportunity  How might we make each step better? What ideas do we have?  What have others suggested?	Make this application accessible to everyone	Data entry could be automated			