| Date | 18 October 2022 |
|---|---|
| Team ID | PNT2022TMID29949 |
| Project Name | Personal Expense Tracker Application |

## Customer Journey Map

| | Create Spreadsheet | Purchase | Add expenses to spreadsheet | Verify Informations | Analyse Expenses | Save Money |
|---|---|---|---|---|---|---|
| **Steps** | Create Spreadsheet | Purchase | Add expenses to spreadsheet | Verify Informations | Analyse Expenses | Save Money |
| **Goals** | Fill in expenses, to understand how much they spend | Keep track of purchases | Get an overview of expenses and be sure of the calculations | Confirm the calculations from spreadsheet | Get better understanding of expenses / finances | Try to save money using new insights |
| **Touchpoints** | User accesses the computer to use some spreadsheet program | User buy something and receive her invoice | Fill Spreadsheet | Check her Bank Statement | Check the Spreadsheet | Spreedsheet and available money |
| **Experience** | | | | | | |
| **Customer thoughts and emotions** | I'm in control, I'm creating my own spreadsheet, which I think would work for me | I have so many receipts! It feels overwhelming | I lose a lot of my time filling in the info and I don't know if It is correct | I can't be sure of my calculations, so I check my bank statements | Comparing other months and checking daily expenses are difficult for me. | How much can I save? How to control this? Where do I put my savings? |
| **Pain points** | Not knowing where to start, what type of content / translactions? | Collecting the invoices and receipts, loosing them, forgeting | User loses a lot of time filling the Spreadsheet | Going back and forth from bank overview to spreadsheet, time & focus, overwork. | It takes a lot of trouble to get new insights. Difficult to grasp the total value. | Not being able to act upon the insights, not easy to make savings plan. |