PERSONAL EXPENSE TRACKER APPLICATION - CUSTOMER MAP JOURNEY

Journey phases	Create User Account	Add expenses in application	Verify informations	Manage budget plan	Update threshold and income	Check notification and mails	Save money
Jobs to be done	Users have to create account of their own secured with password	Users have to add their expenses and transaction in the application	Users have to verify whether they have added the correct information	Users must set some threshold for expenses according to the income	Users have to update if income is changed and update threshold if necessary	Users have to check their mail and messages to keep check on their expenses	Users have to try to save money using new insights
Touchpoints	User login to the application using credentials	User buys stuff or sends money and keep a record of it	Verify every transactions made and enter in application	Set threshold and income and do calculations	If any changes in income, update in application	Constantly check mails and messages	Check Balance money in application
Goals	Fill in expenses and understand how much they spend	Keep track of expenses	Get an overview of expenses	Be sure about the calculations	To keep an update of expenses and savings	Be aware of how much spent	Try to save money with less and unwanted expenses
Pains	May forget the password and account may be accessed by many	May forget to add minor expenses	Mistyping or entry of wrong data may cause problems	May not be able to spend within threshold in emergency situations	Adds more to expenses	Messages and mails may be found in spam	Not being able to make savings plan
Emotion							

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