User Journey

Browsing, booking, attending, and rating a local city tour		Enter		Engage		Exit		Extend	
Steps What does the person (or group) typically experience?	leading to	Having multiple source of income Uses the application by creating an account	Enters the transaction details of income and expense	View the finance analysis in the visual form	Receive alerts when expense exceeds budget	Gets better knowledge on their own finances	Able to save and avoid unwanted expenses	Personalized financial advise recommendation	Suggests to buy stock and increase the wealth
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?	Expense income tracking and monitoring	Having multiple source of income Initial registering	Income and expense charts with cloud backup	Analysis of crucial expense points	Visual representation of expenses vs income	Customize plan based on individual use needs	Analysis sent as a mail if needed	Decreases the chance of falling into debt	Advancement in financial wealth
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me" or "Help me avoid")	and every income and	Analyze the statistics and plan expense	Separation based on categories	Generates a spending and income chart	Identifies highly spent categories	Optimize financial management	Wealth spent more efficiently	Inbuilt Experience on expense tracking	Alerts to keep the user updated and connected
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	Self retrospection M	lotivated	Satisfied	Expectant	Pre planned	Intellectual	Cheerful	Inspired	Comparison of result
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	Frustrated	onfused Uncertain	Doubtful	Improper planning	Hesitant towards commitment	Difficult to find suggestion	Being not thoughtful	Lack of planning	Losing value of wealth
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	Better visualization	nnovative Rules and features Statistics on better planning	Improvised UI design	Up Scaled user experience	Better integration of alerts	Simple feature based approach	Simple and efficient	Concept based features	Gamified approach