Customer experience journey map

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Team ID	PNT2022TMID04269
Project Name	Personal expense tracker
Maximum Marks	4 Marks

Customer experience journey map

Use this framework to better

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.

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	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?
Steps What does the person (or group) typically experience?	**Digital marketing** / **Advertisements** — People love to use free apps as they search through digital marketing / Attractive logo and ads about the app makes user to know what is it	Installation of the app / user login/sign up / user handles request permission to continue further / manage the profile	Add income and expenses / user enters the details and sync bank account with the app / User enters any new transaction made / email and password verification	user receives remainder to update the expenses made / user can get an analyses of the expenditures made / receive income and expense report in graphical form / receiving email alert when the expense reach above the limit	It helps the user for budgetting and money management / user feels that this is less time consuming and helps them reduce their manual calculation / the user controls unnecessary expenses ans saves money / user becomes financially aware at any time any where
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?	word of mouth / banner ad / social media	mobile phones and mobile tablets / navigation menu appear most commonly in page across the website / user access the computer/android to search	mobile apps / chatbot / email	mobile apps / sengrid	customer review page
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me…" or "Help me avoid…")	I want to find the best app to track expenditure / I need a suitable site to search for the perfect app	A user wants an app that is secure / The app which is user friendly / The app which is easy to access	A user wants a seperate category to add the income and expense / The design of the app according to the needs of the user / A user wants an app that is reliable and efficient	A user wants an app that provides accuracy in calculating income and expense / An app that is less time consuming for the calculation / A simple and useful design to represent the expenditure in graphical form	user expects to have enough guidance for his financial goals / To know where the money is being spent or used / To increase savings and invest it for future / To keep track of monthly transactions
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	Increases awareness / user finds the right app to track his income and expense	The app is cost effective / User get to know the useful features of the app / Get to know about the functionality of the app	user friendly to add or delete expenses / User can view his lists of transactions made / user can set a limit to be spent	he gets to know when amount exceeds the limit through an alert / Pop up message alerts him to spend wisely / Graphical form of expenditure is easy to understand	Helps to keep an accurate record of money inflow and outflow / limits reimbursement and become financially aware / To control finances and identify frauds / prioritize spendings in a timely manner
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	the information is less secure as it is free service / people not aware that the app exists	risk of losing data at the time of low internet access / risk of app not being platform independent	risk of thefts and data to be sold / security issues	when there is no proper data consistency / when the user forgets to add his expenditure the calculation becomes inaccurate	when spending tracked is an error / errors in calculation leads to the fear that financial goals will be met
Areas of opportunity How might we make each step better? What ideas do we have?	Provide awareness about the app in an attractive way that reaches the customer	improve the usability and flexibility of the app	To improve security features by provding two step authentication	To provide a notification often so that the user adds his income and expense	To improve efficiency in accuracy of calculation