

Customer Journey Map

TEAM ID: PNT2022TMID02903

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	STAGE 1	STAGE 2	STAGE 3	STAGE 4
1.PHASES	Create the user account	Can set daily and monthly budget. Also can add goals.	Entering income details to track how much they spend and save.	Attaching mail account in order to receive reports over a week/month/year according to their preference.
2.STEPS	User mobile number/email to create account and setting up the profile.	Entering the expenses daily to keep track of them	Creating categories for expenses	Analysing the reports in intervals to get an idea of where they are spending their money.
3.FEELINGS 	I can see where my money is going.	Maybe I should stop spending my money on (unnecessary expenses)	I can use the reports to design the budget better this time.	I can use the reports to design the budget better this time.
	Is it secure to include my finance details here?	Keeping track of each penny is kind of difficult.	User interface is not simple to distinguish income and expenses.	Looking into the expenses and figuring out the unnecessary expenses each time is really time consuming. Is there an automatic solution for this?
4.PAIN POINTS	Not being able to record the expenses at any moment due to server down or other issues.	App takes time to load. Cannot access the app on the go.	Since there is no mobile app we need to rely on the mobile browser.	Not being able to record expenses automatically.
5.OPPORTUNITIES	Giving website version to keep it readily accessible.	Creating cloud based app to avoid high boot-up time and crashing.	Alert mail is sent to the user when their expense crosses their budget or if they cannot achieve their goals.	Creating interface in such a way that it provides quick add features.