

## Project Design Phase – 2

<b>Date</b>	15 October 2022
<b>Team ID</b>	PNT2022PMID25588
<b>Project Name</b>	Personal Expense Tracker Application
<b>Maximum marks</b>	2 marks

### Customer Journey Map:

<b>Journey Steps</b> Which step of the experience are you describing?	<b>Discovery</b> Why do they even start the journey?	<b>Registration</b> Why would they trust us?	<b>Onboarding and First Use</b> How can they feel successful?	<b>Sharing</b> Why would they invite others?
<b>Actions</b> What does the customer do? What information do they look for? What is their context?	<div>Check your account statements</div> <div>Compare your expenses</div> <div>Identify room for change</div>	<div>Choose, compare, improve, transfer software</div> <div>Create your expense categories</div> <div>Create your expense input</div>	<div>Control costs, and use data to plan spending and saving to and how much money is needed</div> <div>It Helps You Stick to Your Budget</div> <div>Record Expenses With Pen and Paper</div>	<div>Control costs, and use data to plan spending and saving to and how much money is needed</div> <div>Achieve your business goals</div> <div>Access control</div>
<b>Needs and Pains</b> What does the customer want to achieve or avoid? Tip: Reduce ambiguity, e.g. by using the first person narrator.	<div>Scale up at the pace your business is growing</div> <div>Simplify integrations with existing infrastructure</div> <div>Ability to provide valuable insights</div>	<div>Wider to keep an accurate record of your money inflow and outflow</div> <div>It Helps You Meet Your Financial Objectives</div> <div>The business owner can see the financial health of their business</div>	<div>The 50/50/20 budget calculator</div> <div>Tracking your expenses over time allows you to see where you are spending and where you can save</div> <div>Digitize Your Expense Tracking</div>	<div>With real-time data, you can make informed decisions about your business</div> <div>Identify problem areas</div> <div>Encourages and increases savings</div>
<b>Touchpoint</b> What part of the service do they interact with?	<div>Web browser or mobile app</div> <div>Mobile app</div> <div>Web browser</div>	<div>Financial &amp; Expense Manager</div> <div>Expense Tracker</div> <div>Expense Tracker</div>	<div>Web browser or mobile app</div> <div>Mobile app</div> <div>Web browser</div>	<div>Expense Tracker</div> <div>Expense Tracker</div> <div>Expense Tracker</div>
<b>Customer Feeling</b> What is the customer feeling? Tip: Use the <b>emoji app</b> to express more emotions	<div>Reducing the likelihood of error</div> <div>👉</div>	<div>Well Designed pricing</div> <div>👉</div>	<div>😊</div> <div>Time to Fulfillment</div> <div>😬</div>	<div>Helps create financial stability</div> <div>😊</div>
<b>Backstage</b>				
<b>Opportunities</b> What could we improve or introduce?	<div>Increase financial objectives</div>	<div>Increase the checking of account statement</div>	<div>Get receipts for all purchases, and put them in an envelop</div>	<div>Depreciation of equipment</div>
<b>Process ownership</b> Who is in the lead on this?	<div>User</div>	<div>Best overall free app</div>	<div>Use software to categorize and track expenses at business place</div>	<div>Have a dedicated business bank account</div>

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