## Project Design Phase-II CUSTOMER JOURNEY MAP

Date	19 September 2022	
Team ID	PNT2022TMID25536	
Project Name	Personal Expense Tracker Application	
Maximum Marks	4 Marks	

Appling you develop mobile apps!						
STAGES	Customer Research	Customer Queries	Success Metrics	Cost	Execution Stage	
Research	Does my product need an app?  What is the cost of making a mobile app?  What are the available platforms for a mobile app?	Do I need to hire a developer for the project? Why should I hire you? Shall I focus on overall quality or just the size of the app?	With a user going through 80 different apps every day, will they consider using my app? What makes my app different from others? Can I do business with the help of an app?	What is the average cost of app development? Will I need to raise funds for the process?	Do I need anything else to set up my app?  What is the expected delivery time?  What will be the total number of features included in my app?	
Emotions	Curious, happy, excited, and wants to get an app developed in no time.	Not sure on the deliverables. Focused on the quality and want the best team.	Want to know the success rates before development.  Looking forward to getting started with the process.	Estimating the total cost required to complete the app.  Validating their moves with the organization and internal teams.	A bit nervous as they want to see the app, as per their expectations.	
Our Approach	Make sure that we appear in the top search results and are found by them.	Answer all their queries and explain the process of app development in detail	Helping them understand the app development procedures, success metrics, and how we can guide them through every phase.	Explain the proper cost metrics and give them proper breakdown of the pricing structure.	Employ the best teams for their app.  Set a clear budget, expectations, and time frame.	