

DONE BY:

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PERSONAL EXPENSES TRACKER APPLICATION

CUSTOMER JOURNEY

<div>SCENARIO</div> <div>ADDING, TRACKING AND STORING EXPENSES OF CUSTOMER/USER.</div>	<div>Entice</div> <div>How does someone initially become aware of this process?</div>	<div></div> <div>Enter</div> <div>What do people experience as they begin the process?</div>	<div></div> <div>Engage</div> <div>In the core moments in the process, what happens?</div>	<div></div> <div>Exit</div> <div>What do people typically experience as the process finishes?</div>	<div></div> <div>Extend</div> <div>What happens after the experience is over?</div>
STEP	<div>WHEN VISITING OUR SITE/APP</div> <div>THEY WILL BE PROVIDED WITH OPTIONS TO ENTER & TRACK THEIR EXPENSES</div> <div>[STEP]</div>	<div>CUSTOMERS INTERACT WITH THE APPLICATION USER INTERFACE</div> <div>CREATION OF ACCOUNT</div> <div>we collect the data</div>	<div>VERIFICATION OF DETAILS ENTERED</div> <div>EXPENSES DATA IS PROCESSED</div> <div>Storing and comparing of expenses is done in this stage</div>	<div>PROCESSED DATA IS DISPLAYED</div> <div>SHOW USERS ABOUT BALANCE AMOUNT</div>	<div>IDENTIFY MAJOR EXPENCE AREAS</div> <div>REFER BETTER SPENDING HABITS</div> <div>REMAINDER EMAILS</div>
INTERACTIONS	<div>APPLICATION URL</div>	<div>INTERACT WITH GUI</div> <div>ENTERING DATA & OTHER INFORMATION</div>	<div>"DATA IS PROCESSING" PAGE</div>	<div>EXPENSES SUMMARY PAGE</div>	<div>COMPLETE TRACKED INFO OF EXPENSES PAGE</div>
GOALS AND MOTIVATION	<div>HELP ME REACH THE APPLICATION AS SOON AS POSSIBLE</div> <div>HELP ME NOT WASTE ANY TIME ON USELESS DETAILS</div>	<div>HELP ME CREATENY ACCOUNT SEAMLESSLY</div>	<div>HELP ME ENTER ALLTHE RELEVANT DEATILS EASILY</div>	<div>HELP ME UNDERSTANDALL MY EXPENSES DEATILS CORRECTLY</div>	<div>GIVE ME BETTER RECOMENDATIO NSOR ANALYZE MY DATA</div>
POSITIVE MOMENTS	<div>ITS FUN TO SEE WHAT THE APLLICATION LOOKSLIKE</div>	<div>EXCITED ABOUT CREATING THEIR</div>	<div>CURIOUS TO KNOWABOUT THEIR SPENDING HABBITS</div>	<div>BECOMING AWARE OF THEIR SPENDING HABBITS</div>	<div>WE THINK GIVING THEM BETTER RECOMENDATIONS WILL INCREASE USAGE FREQUENCY</div>
NEGATIVE MOMENTS	<div>PEOPLE SOMETIMES ARENT ABLE TO ACCESS THE WEBSITE DUE TO VARIOUS</div>	<div>ENTERING DETAILS CAN BE BORING AND TIME CONSUMING</div>	<div>ANIXETY ABOUT THEIR RESULTS</div>	<div>MIGHT PUT THEM IN A BAD MOOD KNOWING ABOUT THEIR OVER EXPENSES</div>	
AREAS OF OPPURTUNITY	<div>WE CAN MAKE USE OF ADVERTISEMENTS</div>		<div>WE CAN PROVIDE AN ANIMATED WAITED PAGE</div>		<div>PROVIDE A THANK YOU, SPEND BETTER AND POSITIVE MESSAGES TO MAKE USER EXPERIENCES BETTER</div>