Project: Personal Expense Tracker Application
Project Design Phase-II - Customer Journey Map
Team ID: PNT2022TMID37339
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SCENARIO
Browsing, booking, attending, and rating a local city tour

	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?	Recommended by friends — Some customers get recommendations for this app from the friends who already using the app / Sign up the website or app — Customer sign up in the app using mobile or email address / Visit app or website — Customer navigate to section of various personal expenses options / View budgeting control tool and credit monitoring tools — After view the budgeting tool and credit monitoring tool, customer select the suitable tools / Connect the bank account — Customer connect their account to the app or website	Enter the daily expenses — Customer enter their daily expenses / Enter the limit of amount — Customer enter the limit of amount to spend / Update the bills and receipt — Customer update the bills and receipt of their expenses in the website or app / Categorize the expenses — Various type of expenses is categorized and organized	Make budget — After see the category of the expenses and make a better budget / Cut unnecessary expenses — After see the record of the expenses they cut the unnecessary expenses / Email alert — Customer receive email when they exceeds the limit of the amount	Cover expense within budget — Customer spend the money within the budget and save money	Submit the feedback — Customer fill the feedback about the application in the feedback form
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?	Selection of budgeting tools and credit monitoring tools / Visitihng the application through mobile and computer / Connect the bank account with the application / Selection of expense's type for the respective expenses	Enter the daily expenses in the application / Enter the limit of amount to spend / Updation of bills and receipt	Giving suggestion to customer to cut unnecessary expenses / Giving alert through email when customer exceeds the limit of the amount	Spending the money within the budget	"Leave a feedback" model within the application to customers to write the feedback for the application
Goals & motivations — At each step, what is a person's primary goal or motivation? ("Help me…" or "Help me avoid…")	Help me to record daily expenses / Help me to save money / Help me to make it easier with an app than pen or paper	Help me to avoid spend and save in a Haphazard manner / Help me to view previous expenses	Help me to cut unwanted expenses / Help me to not miss any payments	Help me to make better budget and save money	Help me to Compare expenses through the help of bar charts
Positive moments — What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	Provide budgeting tools and credit tools	Every spending is grouped into categories / Let you set spending limits for each category	Helps to make better budget	Represent your spending datas in terms of pie charts and graphs	Improve the application by the feedback given by customers
Negative moments — What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	To not know about the budgeting tools credit monitoring tools	Miss to update the payments in the application / Miss to update bills and receipt in the application	Exceeds the limit of the amount while spending the amount	Can't able to spend the money within the budget	Unable to express their experience of the application in the feedback
Areas of opportunity — How might we make each step better? What ideas do we have? What have others suggested?	Make advertisement to promote the application	Easy options to update the expenses,bills and receipts	Make options to give suggestion to make a better budget	Make plans to save the money / Show the record of monthly expenses in easy ways and comparison of previous month expenses with current month expense	Add the requirements needed by the customers and rectify the mistake mentioned by customers in the application