# Customer experience journey map

Use this framework to better understand customer needs, motivations, and obstacles by illustrating a key scenario or process from start to finish. When possible, use this map to document and summarize interviews and observations with real people rather than relying on your hunches or assumptions.

Created in partnership with

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Document an existing experience

PROJECT TITLE : PERSONAL EXPENCE TRACKER
PROJECT PHASE-II : CUSTOMER JOURNEY MAP
TEAM ID : PNT2022TMID07305

**TIP**
As you add steps to the experience, move each these "Five Es" the left or right depending on the scenario you are documenting.

| | | 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? |
|---|---|---|---|---|---|---|

**SCENARIO**
Browsing, booking, attending, and rating a local city tour

### Steps
What does the person (or group) typically experience?

| Entice | Enter | Engage | Exit | Extend |
|---|---|---|---|---|
| Approved by friends / Some clients receive recommended actions using the friends app who are already utilising app | Enter the daily expenses / Customer enter their daily expenses | Set a budget / After looking at the categories of expenses, create a better budget. | Within the budget, cover the cost / Clients stick to their spending limits and make savings | Send the suggestions / Customers fill out the suggestion box with their options regarding the application. |
| Activate the website or programme / customer downloads the app and registers with their email or mobile number | Type the maximum amount. / Customers input their maximum spending limit. | Reduce wasteful spending / After reviewing the expense records, they eliminated any unnecessary spending | | Personalised recommendation / Obtain notification on all relevant features |
| Go to the app or website / Customer goes to a section with different options for personal expenses | Keep the receipts and bills current. / In the app, the customer updates their bills and receipts for their expenses. | email warning / When a customer goes over the limit, they get a email. | | |
| look at the credit and budgeting tools tracking devices / The customer chooses the appropriate tools after viewing the budgeting and credit monitoring tools. | Classifying the costs / Different types of expenses are organised and categorised. | | | |
| Associated with the bank account / Customer logs into the app or website using their account. | | | | |
| a challenge in calculation / Manual Experience | | | | |
| Manual Abilities / Worry about their expense limit | | | | |

### 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?

| Entice | Enter | Engage | Exit | Extend |
|---|---|---|---|---|
| choice of credit monitoring and budgeting tools | Provide the application with the daily expenses | providing advice to customer will cuts unnecessary expenses | Spending the money within the budget | Model "Leave feedback" while using the application requesting clients to write comments for the application |
| using a computer or a mobile device to access the application | Enter the limit of amount to spend | | | |
| choosing the appropriate expense type for the relevant expenses | | Giving notice via when the customer surpasses the maximum | | |
| connect the application to the bank account | Updating of bills and receipt | | | |

### Goals & motivations
At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")

| Entice | Enter | Engage | Exit | Extend |
|---|---|---|---|---|
| Help me keep track of my daily expenses | Aid me in avoiding spending and saving in a In a random manner | Help me reduce unnecessary spending | aid me in making better spending and save cash | Please compare for me costs through utilising barcharts |
| Please help me save money. | Help me to view previous expenses | Help me to avoid missing any payments | | |
| Help me make it simpler using an app rather than a pen or piece of paper. | | | | |

### Positive moments
What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?

| Entice | Enter | Engage | Exit | Extend |
|---|---|---|---|---|
| Provide budgeting tools and credit tools | Every Spending is grouped into categories | Helps to make better budget | Display your cost information in using pie charts and charts | Enhance the submission by the comments made by customers |
| Customer is excited to receive benefits form every features | Let you set spending limits for each category | | | |
| Clients are encouraged to use the app because of simple strategy | | | | |
| Customer fell relaxed about the expenses | | | | |

### Negative moments
What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?

| Entice | Enter | Engage | Exit | Extend |
|---|---|---|---|---|
| To not know about the budgeting tools credit monitoring tools | Miss to update the payments in the application | Exceeds the limit of the amount while spending the amount | Can't able to spend the money within the budget | Laggy UI |
| Poor network in rural areas | Authentication gets failed sometimes | Malfunctioning of browser | People get confused | Unable to express their experience of the application in the feedback |
| Can't access the data without internet connections | Miss to update bills and receipt in the application | Lots of Ads | People not enjoying it | Saving ideas did not work for my needs. |
| People feel cheated if they don't get to see the result they were expecting | Loss of data | | | |

### Areas of opportunity
How might we make each step better? What ideas do we have? What have others suggested?

| Entice | Enter | Engage | Exit | Extend |
|---|---|---|---|---|
| Give a brief tutorial so that people can understand how it works. | Promote the product | Make options to give suggestion to make a better budget | Make plans to save the money | Add the requirements needed by the customers and rectify the mistake mentioned by customers in the application |
| User interactions is easy | User receives updated information about the costs via mail | Customer get idea about feature expenses | Show the record of monthly expenses in easy ways and comparison of previous month expenses with current month expense | Linking the app to Bank account in a safer way |
| | Easy options to update the e xpenses, bills and receipts | Giving rewards | | |

Need some inspiration?
See a finished version of this template to kickstart your work.

Open example

https://app.mural.co/invitation/mural/ibmproject8759/1666068870572?sender=u43ce3133fb4f2a9641027819&key=5135d451-66e0-4b6c-908c-26400fd173b9