



# 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.

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





 **Product School**

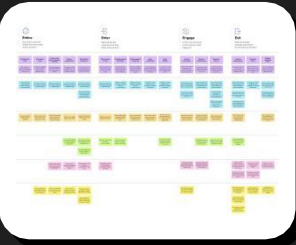
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# Personal Expense Tracker

Team ID : PNT2022TMID15737

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

<div><div>SCENARIO</div><div>Browsing, booking, attending, and rating a local city tour</div></div>	<div><div></div><div>Entice</div><div>How does someone initially become aware of this process?</div></div>	<div><div></div><div>Enter</div><div>What do people experience as they begin the process?</div></div>	<div><div></div><div>Engage</div><div>In the core moments in the process, what happens?</div></div>	<div><div></div><div>Exit</div><div>What do people typically experience as the process finishes?</div></div>	<div><div></div><div>Extend</div><div>What happens after the experience is over?</div></div>
<div><div></div><div>Steps</div><div>What does the person (or group) typically experience?</div></div>	<div><div>Browsing the website</div><div>The user will get to know the features of the website.</div></div>	<div><div>Responsiveness</div><div>The user would experience how responsive the application is.</div><div>Performance</div><div>The user experience the performance of the system.</div><div>Creativity</div><div>The user would experience UI of the website.</div></div>	<div><div>SignUp/Login</div><div>The user will experience the security of the application.</div><div>Add Savings</div><div>The user will add their savings and knows how much to spend in the future.</div><div>Add Expenses</div><div>The user will add their expenses for tracking the expenses.</div><div>Add Remainers</div><div>The user will be notified for dues.</div></div>	<div><div>Knowledge</div><div>Gain more knowledge about financing.</div><div>Planning</div><div>Get a detailed plan regarding how to spend pay for things wisely.</div><div>Recommendation</div><div>User might recommend the application to others.</div><div>Productivity</div><div>User acts accordingly by taking the information from the application.</div></div>	
<div><div></div><div>Interactions</div><div>What interactions do they have at each step along the way?</div><div><div>■ People: Who do they see or talk to?</div><div>■ Places: Where are they?</div><div>■ Things: What digital touchpoints or physical objects would they use?</div></div></div>	<div><div>Chatbot Navigation</div><div>Expense Tracking</div><div>Profile Creation</div><div>Interacting using ChatBot</div><div>Generating a note of every expense.</div><div>SignUp/Signin to the website</div></div>	<div><div>Login Data Entry</div><div>Login Data Entry</div><div>Login Data Entry</div><div></div><div></div><div></div></div>	<div><div>Add Expense</div><div>Expense Analysis</div><div>Add Income</div><div>Income Analysis</div><div>Navigation</div><div>Add Remainers</div><div>Notifications</div><div>Adds Expense in expense section</div><div>Analyses expenditure with graphs</div><div>Adds savings and income details</div><div>Analyses savings details</div><div>Users can activate from any common locations through navigation.</div><div>Adds reminders for expenses and loans</div><div>gets notified regularly</div></div>	<div><div>Logout</div><div></div></div>	<div><div>Revisit</div><div></div></div>
<div><div></div><div>Goals &amp; motivations</div><div>At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")</div></div>	<div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>	<div><div></div><div></div></div>	<div><div></div><div></div></div>
<div><div></div><div>Positive moments</div><div>What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?</div></div>	<div><div></div><div></div></div>	<div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>	<div><div></div><div></div></div>	<div><div></div><div></div></div>
<div><div></div><div>Negative moments</div><div>What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?</div></div>	<div><div></div><div></div></div>	<div><div></div><div></div></div>	<div><div></div><div></div></div>	<div><div></div><div></div></div>	<div><div></div><div></div></div>
<div><div></div><div>Areas of opportunity</div><div>How might we make each step better? What ideas do we have? What have others suggested?</div></div>	<div><div></div><div></div></div>	<div><div></div><div></div></div>	<div><div></div><div></div></div>	<div><div></div><div></div></div>	<div><div></div><div></div></div>



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