Project Design Phase-II
Customer Journey Map

Date	12 October 2022
Team ID	PNT2022TMID21096
Project Name	Personal Expense Tracker Application
Maximum Marks	4 Marks

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
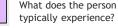What do people typically experience as the process finishes?

Extend
What happens after the experience is over?

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

Entice				Enter				Engage			Exit			Extend		
Check for other application	Visit website or app	Checks for accuracy	Checks for application policies	Start installing the application	Registering with user credentials	Creating account	Email confirmation	Enter data value of spending	Select category of spending	Decide on where to save money	Get a detailed report on spending	Save money if follows the suggestions	Lose money if not follow the suggestions	Suggest friends and families to use the application	Feature recommendations	Continue using app if beneficial
Comparing features of applications available in market	Checks whether the app is user friendly	Checks if the application is legitimate and secured		Allowing required permissions	Entering every source of income	Setting boundary value to get notified that money is exhausted		User engaged with application by manually entering the expense value spend by them	Customer get suggestion on saving money by tracking previous spending	Customer get idea on where they spend unnecessarily	Track their own spending	Person is asked for reviews for further development of application	The person writes a review based on their experience	Wait for further updates		

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?

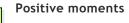| Entice				Enter		Engage			Exit		Extend	
TV advertisements	Interact with phone to know about application	Interaction with websites and mobile applications	Interaction with friends and families who are using the application	Install application	Smart phones and computers where the application run	Interacts with user interface of the application	Interacts with sales person whom they buy products	Interacts with bills in case of buying products on bulk	Suggests application to the persons who are unaware of it	Leave a review on application	Interacts with most of the users and suggesting further improvements	Recommendations span across website, iOS app, or Android app
						The customer looking for a person who is experienced with using the application			Interacts with bank accounts to check balance		If other users interact with this person, they will see these completed tours also	

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 to track spending of money	Help me to save money	Help me avoid unnecessary expenses	Help me to view visualized chart of previous and current expenses	Help me have an idea of every source of income	Help me feel confident that my budget is finalized and tell me where to save money	Help me make sure I don't waste money on unnecessary things	Help me feel confident about where to spend money	Help me feel good about my decision to spend money on necessary things	Help me to discover where the money is wasted	Help me to achieve the FIRE goal	Help me see what mistakes I've done before managing expenses	Help me to manage money

---

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

Entice		Enter		Engage			Exit	Extend
Curious to know about new features of application in market	It is exciting to know about our own spending	Excitement about different source of income ("Here we go!")	Current payment flow is very bare-bones and simple	Reminder on email and messages on the customer expenses	Customer acquires accurate results on their expenses	The visualization will impacts the customer positively	People get satisfaction at the end of the process	Customer can experience fun on tracking large expenses
	It's reassuring to red reviews written by customers who already using that application							Customer will be blown on the remainders will ends in recommendations

---

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

Entice			Enter	Engage		Exit			Extend
Customer may initially be in a confusion to choose the web app	People may find different and difficult to use it the first instance	People express a bit of fear of commitment at this step	People may experience anger on entering inputs Manually	On entering their expenses customer may became insecure	May find effortful for Tracking Small expenses	The web app also shows loss of the customer income through their expenses	If the system explains about the customer's poor finances	People describe leaving a review as an arduous process	
						Sometimes customer May feel frustrated on Their losses			

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

Entice			Engage	Exit			Extend
Can undergo better reviews before exploring the system	Provide a simpler summary to avoid information overload	Can show highlights, common phrases and good comments from user review	Can assure better security legitimately and provide good user interface	Can reduce the negative impact with the positive approaches	Can give rewards to the customer on better finance management	Can motivate people if they are frustrated with their poor finance management	Will provide satisfaction and positive feedback on the usage
							Provides quality and Necessary knowledge about essential and day-to-day finances