Customer experience journey map
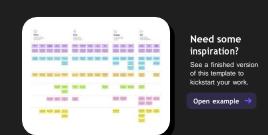
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Customer Journey

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Team ID	PNT2022TMID11437
Project Name	Personal Expense Tracker Application

Document an existing experience

Narrow your focus to a specific scenario or process within an existing product or service. In the **Steps** row, document the step-by-step process someone typically experiences, then add detail to each of the other rows.

SCENARIO: Managing and saving Money	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?	Advertisements; Spreading information; People as initially know this app in through the Advertisements and personalized promotions in the social media; Spreading the information of the app and recommending to the friends.	AI Based Instructions; The process can be initially instructed to the new users through pre programmed al instructed	DETECTION Collecting the information of the user in their bank details through AI.; USER INPUT Getting the information of the expense done by the user manually; SETTING BUDGET Instruct the user to set the budget of the month and update it in the ibm cloud.; SETTING LIMIT Instruct the user to set the monthly expense limit or annual expense limit; STATISTICS Providing the statistics of the information gathered to the user and alerting the user if the user expense exceeded the limit.	The user can see the final statistics calculated through information gather hthrough AI	May apply premium plans to use extra functions.
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?	Input manual expense made by the user; Every expense made through online can be identified through the AI; Intimation mail can send to the User	Taking Reviews; Navigation Links,Search bars; Play store and app store.	Login / Signup → Instruct the user to enter the input for manual expense. → Setting budget limit → Update the information in the cloud database; Using different types of expense tag to categorize the expense	Using the statistics user can clarity about the personal expense.	User can subscribe premiere plans
Goals & motivations — At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")	Tracking the expense; Helping in the savings	Finding the application that can helps the user	The main motivation of the app is to help the user to manage their expense; Tohelp and motivate the user and encourage savings and promotes savings	User can able to see the segregate statistics of the expense	Control the expense done unwantedly
Positive moments — What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	Advanced UI interface to user to understand easily	Using this app money can be saved efficiently	Less manual Operations; Segregated Statistics; Saving money and reducing expenses	Feels safe about data with high cloud security	Recommending to others about this app
Negative moments — What steps does a typical person find frustrating, confusing,angering, costly, or time-consuming?	User have add expenses manually in the app done through cash and bills	Time consuming initially yo learn the app; User may have concerns about the app about the security	Login error; Need to add expense manually; Subscription based	Time consuming	Some user can feel more better simpler operations
Areas of opportunity — How might we make each step better? What ideas do we have? What have others suggested?	Personal Expense tracking; Tracking all expenses through application.	Saving more money	Saving money and buying new products	alerting the user periodically	Gather advise from the users to improve user experience