

Customer experience journey map

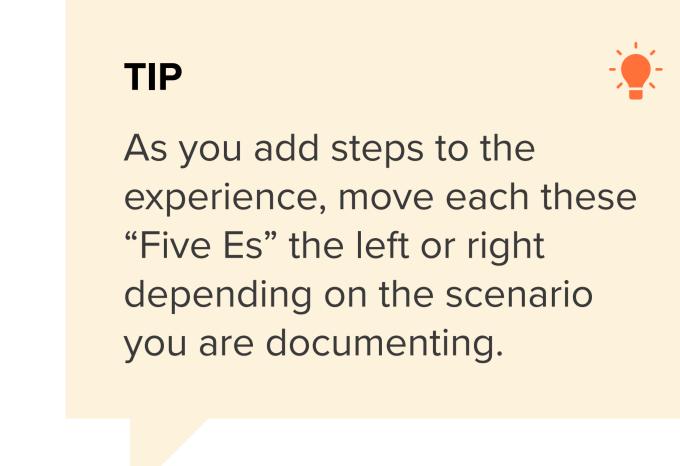
Use this framework to better understand customer needs, motivations, and obstacles by illustrating a key scenario or process from start to finish. When possible, use this map to document and summarize interviews and observations with real people rather than relying on your hunches or assumptions.

Created in partnership with





Personal Expense Tracker Application.



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?	The customer navigates to the upload section of our website. Login Credential The customer has to enter the login credentials to proceed into the website. The user has to add their expenses for tracking their budget.	Start using the Enter the application expenses. by registering.	View the notifications visual stats when expenses goes high.	Get better insights about financing. Get a clear cut plan on how to spend money effectively.	Personalized Formulation Recommendation. of expenses.
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?	Login section of the website. Making note of every expenses.	Customer's email(software like outlook or website like gmail).	Users can activate from any common locations. Analyse the key points.	Output section of the website.	Recommendation span across website.
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me" or "Help me avoid")	Help me to fnd user-friendly application. Analyse the statistics.	Help me to fll the expenses spent on specifc categories. Plan for each categories.	Help me to do error free calculations. Identify highly spent areas.	Help me leave the website with good feelings and satisfaction.	Complete experience on expense tracking.
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	It's productive when expenses are being tracked. Goal Driven.	Adding expenses to alloted categories is fun.	This application tends to be good, since it consumes less time. Satisfed.	User friendly interaction.	People will enjoy this recommendation.
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	Hesistant uploading wrong amount may cause commitment. confusion.	Improper planning. Confused.	Some people are confused about security issues.	People describe leaving a review is time-consuming activity.	Some people may feel uncomfortable to give recommendations.
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	Could be able to view the past history details. simple and efficient.	Could we get seperate category for savings.	Could we give voice as an input?	Could we access the website in multiple languages?	Could we get any help during the process.

