

Customer Journey

<div>1 Scenario</div> <div>User entering their expenses on a regular basis and track their expense to obtain promising insights</div>					
<div>2 Steps</div> <div>What does the person experience?</div>	<div>Spend the Money</div> <div>Fall into debt and crisis</div> <div>Find no way to manage the expense</div>	<div>Start using the application by registering</div> <div>Enter the expenses</div>	<div>View the visual stats of expenses</div> <div>Receive mail notifications when expenses goes high</div>	<div>Get better insights about financing</div> <div>Get a clear cut plan on how to spend money effectively</div>	<div>Personalized Recommendation</div> <div>Formulation of expenses</div>
<div>3 Interactions</div> <div>What your user might be thinking and feeling at the moment?</div>	<div>Expense tracking and planning</div> <div>Making note of every expenses</div> <div>Get a plan</div>	<div>Initial Registering</div> <div>Expenses charts and history</div> <div>Optimistic</div>	<div>Visualize the spent areas</div> <div>Analyse the key points</div>	<div>Obtain a customised plan</div> <div>Receive alerts via email</div>	<div>Reduces chances of bad debt</div> <div>Advancements in planning</div>
<div>4 Goals and Motivation</div> <div>At each step what is primary goal or motivation?</div>	<div>To track expenses</div> <div>To create a wise plan to spend money</div> <div>Analyse the statistics</div>	<div>Keep note of each and every expense</div> <div>Plan for each categories</div>	<div>Formulate a spending chart</div> <div>Identify highly spent areas</div>	<div>Spend money effectively</div> <div>Optimise the work plan</div>	<div>Complete experience on expense tracking</div> <div>Receive alert mails to keep user on track</div>
<div>4 Positive Moments</div> <div>What does aperson find motivating,enjoyable?</div>	<div>Intellectual</div> <div>Goal Driven</div>	<div>Hopeful</div> <div>Motivated</div> <div>Expectant</div>	<div>Satisfied</div> <div>Wise Planning</div>	<div>User friendly interaction</div> <div>Refreshed and inspired</div>	<div>Self introspection</div> <div>Compare results</div>
<div>4 Negative Moments</div> <div>What problems does a person face and find it frustrating?</div>	<div>Doubtful</div> <div>Uncertain</div> <div>Hesitant and fear of commitment</div>	<div>Frustrated</div> <div>Confused</div> <div>Improper planning</div>	<div>Overwhelmed</div> <div>Finding it difficult to adapt to the suggestion</div>	<div>Lack of Self planning</div> <div>Regret</div>	
<div>5 Opportunities</div> <div>Potential improvements or enhancements to the experience</div>	<div>Innovative tools</div> <div>Support from others</div> <div>simple and efficient</div>	<div>Better UI design</div> <div>Visualization</div>	<div>How stats improve in better planning</div> <div>Effective mail incorporation</div>	<div>Containerized application</div> <div>Gamified approach</div>	<div>Efficient and USeR friendly system</div>