

## Project Design Phase-II

### Customer Journey Map

Date	06 October 2022
Team ID	PNT2022TMID15515
Project Name	Project - Personal Expense Tracker
Maximum Marks	4 Marks

### Customer journey

1 Phases				
High level stages your user needs to accomplish from start to finish	Awareness	Compare	Decide	Review
2 Steps				
Detailed actions your user has to perform	Gets finds it hard to track the expenses	Gets recommended all the applications available	Gets to know by word of mouth, ads, etc.	Compares the application based on the features and cost
3 Feelings				
What your user might be thinking and feeling at the moment	Curious/Confused I can solve this problem		Curious	Happy
	Disappointed It's not what I wanted	Confused	Neutral	
4 Pain points				
Problems your user runs into	Confused with choosing the application	Many applications are similar with their features	How do add my expenses How do I track?	Does it solves the problem?
5 Opportunities				
Potential improvements or enhancements to the experience	The users should be targeted correctly Testimonials	Some features that can be incorporated in the app	Onboarding should be seamless Tips can be given to make the first experience better Users that can be targeted through the application	Better insights Show the results of how much you have saved by using the app