

## Project Design Phase-II

### Customer Journey map

Date	03 October 2022
Team ID	PNT2022TMID46374
Project Name	Project – Personal Expense Tracker Application
Maximum Marks	4 Marks

## Customer Journey map:

A customer journey map is a visual representation of the customer journey (also called the buyer journey or user journey). It helps you tell the story of your customers' experiences with your brand across all touchpoints.

Template

## 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 by [Intermap](#) with

Product School

### Personal Expense Tracker Application

<div> <b>Scenario</b>            Browning, booking, attending, and rating a local city tour         </div>									
<div> <b>Entice</b>            How does someone initially become aware of this process?         </div>									
<div> <b>Enter</b>            What do people experience as they begin the process?         </div>									
<div> <b>Engage</b>            In the core moments in the process, what happens?         </div>									
<div> <b>Exit</b>            What do people typically experience as the process finishes?         </div>									
<div> <b>Extend</b>            What happens after the experience is over?         </div>									
<div> <b>Steps</b>            What does the person (or group) typically experience?         </div>	Visit Website	Watch Tutorial	Accept Invitation	Interacting with website	Input Expenses	Set Limit	Receive alerts	View Report	Rate our app
	Personalized content based on user's location	Personalized content based on user's location	Personalized content based on user's location	Personalized content based on user's location	Personalized content based on user's location	Personalized content based on user's location	Personalized content based on user's location	Personalized content based on user's location	Personalized content based on user's location
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<div> <b>Interactions</b>            What interactions do they have at each step along the way?         </div>	Customer can interact with app via touch screen	Customer can interact with app via touch screen	Customer can interact with app via touch screen	Customer can interact with app via touch screen	Customer can interact with app via touch screen	Customer can interact with app via touch screen	Customer can interact with app via touch screen	Customer can interact with app via touch screen	Customer can interact with app via touch screen
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<div> <b>Goals &amp; motivations</b>            At each step, what is a person's primary goal or motivation? (Help me... or Help me avoid...)         </div>	Help me to get the most out of my app	Help me to get the most out of my app	Help me to get the most out of my app	Help me to get the most out of my app	Help me to get the most out of my app	Help me to get the most out of my app	Help me to get the most out of my app	Help me to get the most out of my app	Help me to get the most out of my app
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<div> <b>Positive moments</b>            What steps does a typical person find enjoyable, productive, fun, relieving, delightful, or exciting?         </div>	It's a great way to manage my expenses	It's a great way to manage my expenses	It's a great way to manage my expenses	It's a great way to manage my expenses	It's a great way to manage my expenses	It's a great way to manage my expenses	It's a great way to manage my expenses	It's a great way to manage my expenses	It's a great way to manage my expenses
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