












Project Design Phase-II

CUSTOMER JOURNEY MAP

Date	7 October 2022
Team ID	PNT2022TMID15517
Project Name	Project – Personal Expense Tracker Application
Maximum Marks	4 Marks

Customer Journey Map

Personal Expense Tracker Application	 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?	<div>Manage the expense</div> <div>Visit website or app</div> <div>Customer enters the income, budget and saving</div> <div>Track the progress</div> <p>Customer discovers many methods to save and manage money</p> <p>A customer investigates to the expense management section of our website or app</p> <p>Customer enters the details</p> <p>The customer can keep on track of this expenditure</p>	<div>Start tracking the expense</div> <div>Email confirmation</div> <div>Email notification</div> <p>As soon as the customer login and provide the details, it is notified via email to linked accounts</p> <p>An email will send to the customer to start for confirmation</p> <p>An email will send to the customer to alert them each time</p>	<div>Creating the perfect plan</div> <div>Meeting the requirements</div> <p>The customer signs into the expense records and creates the perfect plan</p> <p>The customer should meet all requirements that are needed to implement their plan</p>	<div>Expense progress graph</div> <div>Writing and submitting notes</div> <div>Personalized saving opportunities</div> <p>The customer will get a notification about addition how the expense can be managed</p> <p>The customer writes a note and adds the new entry into the app</p> <p>The customer will get a small hint on managing the expense</p>	
 Interactions What interactions do they have at each step along the way? <ul style="list-style-type: none">» People: Who do they see or talk to?» Places: Where are they?» Things: What digital touchpoints or physical objects would they use?	<div>Personal Expense Tracker section of the website, iOS app, or Android app</div> <div>Interacts with the website, iOS app or Android app</div> <div>Interacts with the website, iOS app or Android app</div> <div>Interacts with the website, iOS app or Android app</div> <p>management section of the website, iOS app, or Android app</p> <p>Interacts with the email software</p> <p>Interacts with the email software</p>	<div>Personal Expense Tracker section of the website, iOS app, or Android app</div> <div>Personal Expense Tracker section of the website, iOS app, or Android app</div> <p>Interacts with expense progress section</p> <p>Leave a review "most useful" within entry for entry on the website, iOS app, or Android app</p> <p>Recommendations upon across website, iOS app or Android app</p> <p>Customer experience section of the program the website, iOS app, or Android app</p>			
 Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")	<div>Help me to find the best personal tracker application</div> <div>Help me have more thorough on managing expenses</div> <div>Help me on entering correct inflow and outflow details</div> <div>Help me track the progress</div> <p>Help me to track the expense flow and savings</p> <p>Help me to not confuse that my expense is tracked and not the what to do next</p> <p>Help me to get a notification about my expense is added to the customer</p>	<div>Help me to create a perfect plan and keep track of previous records</div> <div>Help me to input all the requirements needed to execute the plan</div> <p>Help me to have a clear idea about the expense flow and progress graph</p> <p>Help me to spread a word about the expense managing application</p> <p>Help me see ways to enhance my expense management</p>			
 Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	<div>It is fun to create an account</div> <div>It is fun to explore the website</div> <p>Excited about the tracking records</p> <p>Getting the confirmation mail</p> <p>Excitement on email is sent the notification is added to the customer</p>	<div>Tracking and managing the expenditure is more fun than it looks</div> <p>Excited in writing the reviews</p>			<div>We find people do find recommendations because they have an experience and engaged</div>
 Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	<div>Phone customer hard to get the details needed of account they want</div> <div>Several people received information instead of they desire</div> <div>People expense a lot of time of commitment at this step</div> <p>People expressed apprehension about finding their guide in a public place</p> <p>Customer report being online fatigue</p>	<div>Sometimes people are confused as our participants find they don't really like</div> <p>Customer must close the software properly this may take some time</p>			<div>We have very low review rates</div>
 Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	<div>Increase awareness</div> <div>Adding more details and features to the website</div> <p>To increase the frequency of using of device</p> <p>Increase the support for the quality websites</p>	<div>To make the UI better</div> <div>To increase the performance</div> <p>The feedback can be obtained and more are considered</p> <p>Customer relations with related site and provide them about the management program</p>			