

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> <div>Customer discovers many methods to save and manage money.</div> <div>A customer registers for the expense management section of our website or app.</div> <div>Customer enters the details.</div> <div>The customer can keep on track of the expenditure.</div>	<div>Start tracking the expense.</div> <div>Email confirmation.</div> <div>Email notification.</div> <div>As user as the customer log in and give the details, all the expense will be tracked accordingly.</div> <div>An email will be sent to the customer to confirm the expense.</div> <div>An email will be sent to the customer to show them each time.</div>	<div>Creating the perfect plan.</div> <div>Meeting the requirements.</div> <div>The customer logs into the expense records and creates the perfect plan.</div> <div>The customer should meet all requirements that are needed to implement their plan.</div>	<div>Expense progress graph.</div> <div>Writing and submitting review.</div> <div>The customer will get a email about the progress in the expense management.</div> <div>The customer will get a review and then they can stop out of 5.</div>	<div>Personalized saving opportunities.</div> <div>The customer will get a email about the personalized saving opportunities.</div>
 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?	<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>	<div>management section of the website, IOS app, or Android app.</div> <div>Interacts with the email workflow.</div> <div>Interacts with the email workflow.</div>	<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>	<div>Interacts with expense progress graph.</div> <div>Interacts with the website, IOS app or Android app.</div> <div>Interacts with the website, IOS app or Android app.</div>	<div>Recommendations, latest review website, IOS app, or Android app.</div> <div>Recommendations, latest review website, IOS app, or Android app.</div>
 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 knowledge on managing expenses.</div> <div>Help me to enter an entering correct, efficient and outflow details.</div> <div>Help me track the progress.</div>	<div>Help me to track the expense flow and savings.</div> <div>Help me find compare the expense is tracked and tell me what to do next.</div> <div>Help me to enter a new expense and track the expense.</div>	<div>Help me to create a perfect plan and keep track of previous records.</div> <div>Help me to meet all the requirements needed to execute the plan.</div>	<div>Help me to have a clear view about the expense flow and progress graph.</div> <div>Help me to spread a word about the great managing application.</div>	<div>Help me save ways to enhance my expense management.</div>
 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>	<div>Excited about the tracking records.</div> <div>Getting the confirmation mail.</div> <div>Everyone an email is sent the confirmation is started in the customer.</div>	<div>Tracking and managing the expenditure is more fun than it looks.</div>	<div>Excited in writing the reviews.</div>	<div>It is fun to have the latest recommendations about the expense management.</div>
 Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	<div>People sometimes forget to enter the details in the expense management section.</div> <div>Several people expressed that they are not interested in the website.</div> <div>People express a lot of fear of the commitment at this step.</div>	<div>People expressed confusion about taking their guide in a public place.</div> <div>Customer report being online budget.</div>	<div>Sometimes people are confused about the requirements that they don't follow the.</div>	<div>customer must close the software properly this may take some time.</div>	<div>With their help they can track the expense.</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 design and features to the website.</div>	<div>To increase the support of the device.</div> <div>Increase the support for the quality websites.</div>	<div>To make the UI better.</div> <div>To increase the performance.</div>	<div>The feedback can be collected and then it may take some time.</div>	<div>Increase reliability with the latest updates and features.</div>