












Project Design Phase-II

CUSTOMER JOURNEY MAP

| | |
|---------------|--|
| Date | 7 October 2022 |
| Team ID | PNT2022TMID15508 |
| 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 expense budget and saving</div> <div>Track the progress</div> | <div>Start tracking the expense</div> <div>Email confirmation</div> <div>Email notification</div> | <div>Creating the perfect plan</div> <div>Meeting the requirements</div> | <div>Expense progress graph</div> <div>Writing and submitting review</div> | <div>Personalized saving opportunities</div> |
| <div>customer discovers many methods to save and manage money</div> <div>A customer navigates to 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 expenses</div> | <div>To cover in the customer's expense details, or the expense will be tracked accordingly</div> <div>An email will be sent to the customer to start their expense tracking</div> <div>An email will be sent to the customer to start their expense tracking</div> | <div>The customer will be able to create a perfect plan for their expenses</div> <div>The customer should meet all requirements that are needed to create the perfect plan</div> | <div>The customer will get a visual idea of the progress of their expenses</div> <div>The customer will get a visual idea of the progress of their expenses</div> | <div>The customer will get a visual idea of the progress of their expenses</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 confirmation</div> <div>Interacts with the email confirmation</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 expense progress graph</div> | <div>Recommendations page across website, iOS app or Android app</div> <div>Customer experience page across 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 on entering correct values 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 feel confident that my expense is tracked and will not go to waste</div> <div>Help me to create a perfect plan and manage the requirements related to the plan</div> | <div>Help me to create a perfect plan and manage the requirements related to the plan</div> <div>Help me to meet all the requirements related to the plan</div> | <div>Help me to have a clear idea about the expense flow and progress graph</div> <div>Help me to spread a word about the expense management application</div> | <div>Help me use money to enhance my 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 email</div> <div>Excited about the tracking records</div> | <div>Tracking and managing the expense flow and progress graph</div> | <div>Excited in writing the review</div> | <div>It is fun to use the expense management application</div> |
|  Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming? | <div>People sometimes forget to enter the expense details</div> <div>Some people sometimes forget to enter the expense details</div> <div>People explore a lot of things in the website</div> | <div>People expressed disappointment about taking their data in a particular place</div> <div>Customers report having issues with the app</div> | <div>Customers cannot see anything on their website that they don't really like</div> | <div>Customer must close the software properly this may take some time</div> | <div>We have only few users</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> | <div>To increase the visibility at top of device</div> <div>Increase the support for low quality websites</div> | <div>To make the UI better</div> <div>To increase the performance</div> | <div>The feedback can be collected and ideas are considered</div> | <div>Increase visibility with other stakeholders and partners</div> |