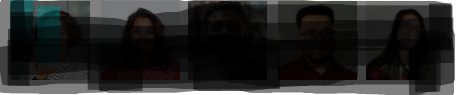


Personal Expense Tracker

Team
ID:PNT2022TMD34843

Based on ten customer interviews and observations from the Personal Expense Tracker team

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SCENARIO

Planning, Tracking and calculating the monthly Expense

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?

Providing data

Most customers provide their monthly expense data to track their expense

Visit website or app

A customer visit our website or app to track their monthly expense

Provide input

The customer types their details and monthly income and also there expenses

Start Tracking

After deciding to go on this tracking, they click the Purchase button

Complete payment Information

They fill out their contact and credit card information, then continue

Confirm payment & book

They see a summary of what they are about to purchase, then they confirm and track order

Savings

Experienceof the Application

Easy for everyone to use this application It is very user-friendly Application

Prompt for review

One hour after the usage finishes, an email and in-app notification prompt

Writing & submitting review

The users of the Application should write their reviews

Personalized recommendations

Participation in the tour informs our backend recommendation systems, which the customer may experience via better personalization

Personalized tour offers

The customer receives an email 14 days after their Expense saved

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?

Expense tracker section of the website, iOS app, or Android app

Personal Tracker of the website, iOS app, or Android app

Personal Tracker section of the website, iOS app,or Android app

Personal Expense Tracker section of the website, iOS app, or Android app

Persosection of the website, iOS app,or Android app

Payment overlay within the website, iOS app, or Android app

Payment overlay within the website, iOS app, or Android app

Customer's email (software like Outlook or website like Gmail)

Customer's email (software like Outlook or website like Gmail)

Balance Amount other than the Expense is saved

Tracking their Expenses

Customer's email (software like Outlook or website like Gmail)

"Leave a review" modal window within the profile on the website, iOS app, or Android app

Recommendations span across website, iOS app, or Android app

Customer's email (software like Outlook or website like Gmail)

Post-purchase screens website, iOS app, or Android app

Goals & motivations

At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")

Help me get this to reduce monthly expense and save money

Help me have more money usage

Help me avoid wasting money for unwanted things

Help me see what they have to offer

Help me understand what this Application is all about

Help me commit to save money

Help me get through this payment part without too much hassle

Help me feel confident that my purchase is finalized and tell me what to do next.

Help me feel confident that my purchase is finalized and tell me what to do next.

Help me make sure I don't forget about my so that I don't wastemoney or get disappointed

Help me feel confident about where to keep money safe

Help me feel good about my decision

Help me make the more money

Help me leave the Appgood feelings and no awkwardness

Help me spread the word about a great Application to save money

Help me see what I've done before

Help me see what I could be doing next

Help me see ways to enhance my savings

Positive moments

What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?

It's fun to look at options and imagine doing money saving and like shopping for experiences

The website or app is developed to save monthly income

Excitement about the purchase ("Here we go!")

Current payment flow is very bare-bones and simple

We've heard from several people that the reminder emails were essential, especially if they booked way in advance

This app is very helpful in tracking weekly report in a graphical form

People love the Application itself, we have a 98% satisfaction rating

People generally save money

People like looking back on their past Expense

We think people like these recommendations because they have an extremely high engagement rate

It's reassuring to red reviews written by past users

Negative moments

What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?

People uses this application to save money

Several people expressed "information overload" as they browse

People express a bit of fear of commitment at this step

Trepidation about the purchase ("I hope this will be worth it!")

People expressed awkwardness about finding their Savings

Sometimes the Application may cause server error

People are unclear

Customers report feeling review fatigue

People describe leaving a review as an arduous process

People feel peer pressure to use this App

We have very low review rates (15% of people review experiences and tours)

Areas of opportunity

How might we make each step better? What ideas do we have? What have others suggested?

If you don't follow this path immediately after your booking.

Could we automatically track expense

Make it easier to compare and shop for experiences without having to click on them

Provide a simpler summary to avoid information overload

Show highlights or common phrases from reviews, or Uber style "great guide" badges!

Even the Application has some drawback It is very much helpful in daily life to save money

How might we make it clear that tipping is appreciated but not necessary?

Could we A/B test different language to see what is over?

How might we equip people to tip after the tour? (e.g. via Venmo or equivalent app)

How might we totally eliminate this awkward moment?