Customer journey map-Personal expense tracker application
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SCENARIO

Browsing , booking, attending, and rating a local city tour

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?

Entice	Enter	Engage	Exit	Extend
Visit the application	User register in the application	User can view the categories option	User can set the limit for each categories	Can view the email alert if limit exceed	Can create the category for the amount he saves

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?

| Register the application | Enter the details about expenses | Update the expenses daily | Can view the monthly amount they saved and spent | Avoid wastage of money |

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

| Help to give solution for wastage | Helps to be consistent to enter the expenses daily | Help to identify the amount spent | Help to beware of the financial condition | Help to lead a minimal life |

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

| Easy to register | Easy to add categories | Easy to edit,delete,update the expenses | Easy to view the monthly report of expenses | User will beware of the financial condition |

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

| Network issues | Unable to restore the data | Does not provide higher decision capability | | If it is uninstalled unable to maintain the data |

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

| User enterDetails easily | Using multiple Categories to add expenses | If limit exceeds email will be sent | Flexible to use | Web application using easy |