

## Customer experience journey map

Use this framework to better understand customer needs, motivations, and obstacles by illustrating a key scenario or process from start to finish. When possible, use this map to document and summarize interviews and observations with real people rather than relying on your hunches or assumptions.

Created in partnership with

Product School



	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?	People spend a lot of money carelessly  Without a system in place to check daily expense the person tends to spend more  Searches for a solution  Then the user searches for a solution in the means of apps,notes etc  Downloads the application by seeing the features offered are worth for the customer they download the app	Registration  Add Details  Details such as name, phone number, account details are added	Bank details and Payment methords are added  Expense limit for each day can be set  Amount to be saved every month is also verified  The bank number, name and payment options such as UPI, Netbanking are specified  The user will be able to set a limit for the expenses  Expense limit for every month is also verified  The user can allocate the amount to be allocated for saving each month  Bills such as phone bill, rent, tax are specified	The total spending are shown  An E-Mail is sent as notification when the limit exceeds  User gets an accurate record of the expenses  When the expense exceeds the limit an e-mail is sent to notify the user  The application shows the daily,monthly and yearly expenses
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?	They talk with their friends about their spending habits  Try keep a note for expenses  Try different apps and weigh different options in each app  They realize they spend way more than they should and look for solution  Try find "modern" solutions for the problems such as apps  Try different apps and weigh different options in each app  Try find "modern" solutions for the problems such as apps	The user enters the details of their mail on given text box  After login, sensitive information are gathered	In a Secure portal each bank information are separately added  A limit is set based on the amount of earning and saving parameters provided by consumer  The can have multiple savings account for travel, hospital expense and so on  they can set specificallu how much to save for each goal	The user can see the amount spent in that day compare it to previous days  This acts as an alert mechanisms for the users.  The user can analyze the records to get an idea on where the money is spent  The user can analyze the records to get an idea on where the money is spent
Goals & motivations  At each step, what is a person's primary goal or motivation?  ("Help me" or "Help me avoid")	To save money and to monitor spending habits  Find an Innovative solution to the problem  find an app to fix the spending issues	To have authentication  To get the app more personalised	Payments are added  To limit he amount spent each day  To have a Habit of saving  Minimize the amount of work done by user	Help me keep track overspending by notifying when expense exceeds the limit  Help me avoid overspending by notifying when expense exceeds the limit  Help me in money management
Positive moments  What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	They take more responsibility in their expenses  Find that they are spending way less	Having authentication provides a sense of security	By limiting the amount spent every day a huge amount can be saved  If in case of travel or medical emergency the amount in the back can be used	A sense of security when e-mails are sent when the expense limit exceeds  Gets an idea on when and where the money is spent
Negative moments  What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	Realize they are spending way more than they should  Find it hard to keep a manual jounal	People will feel insecure sharing personal information	Some may feel uncomfortable sharing payment details to 3rd party apps  It may turn users into forget a service that is no longer in use	Frustrating when the expense exceeds the limit  Using the records each time to find the unnecessary expense is time consuming and exhausting
Areas of opportunity  How might we make each step better? What ideas do we have?  What have others suggested?	By posting ads we can reach customer before they start searching  Make it easy to find by appearing at sugessions	Make the user trust us by being open about the information shared publically	Be more Trustworthy improving brand recognition.  To have Remainders to spend on essencials  By having prompts at regular interval to check with user	E-Mail along with the amount left in daily limit or the amount exceeded the limit sent to the user  Creating interface in such a way that it provides quick add features

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