Customer Journey Map



Scenarios

Arun, 25 years old always had problem in his life managing and spending more money than he could. He tried various methods to track his expense. But he not succeed in anything.

Goals & Expectations

Arun wants an easier and faster way to have 100% control of his financial life, that he can start to save money and lead healthy financial life.

Steps

Registration

Log-in

Dashboard

Notification

Help

Log-out

Create user account

Connect to their existing account

User add their income, expenses, set monthly budget and also view the details

Set notifications via e-mail to notify when exceeds the limit, daily notification to enter expenses. Search for help for navigating through website,educational content.

Log-out from their account

Touchpoint

User accesses the registration page of website from his/her device

User accesses the login page of website

Settings, Profile, Add, Help, View details graphically Balance, Logout

Notification settings

ChatBot integrated to website

Sign-out option











Experience

Customer Thoughts & emotions

This is easy.
I can create an
account with
my E-Mail

This is easy. I can login using my email.

Wow!!! Amazing dashboard. Looking great

This makes motivated and to bring consistency in maintaining finance

Provide knowledge on how to use the website and financial matters.

Nice feature!!

Much needed one!!

Pain Points

Better if I can register using my Google or FB Account Better if i can able to login using my Google or FB account Mobile dashboard is not friendly as desktop version

Too many messages make difficulty in managing emails.

Not all queries are answered

Nil