



# CUSTOMER JOURNEY

Helps to keep an accurate record of our money inflow and outflow. The type of expenses are categorised along with an option.



## Document an existing experience

Narrow your focus to a specific scenario or process within an existing product or service. In the **Steps** row, document the step-by-step process someone typically experiences, then add detail to each of the other rows.

TIP

As you add steps to the experience, move each these “Five Es” the left or right depending on the scenario you are documenting.

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?
<div>Steps</div> <div>What does the person (or group) typically experience?</div>	<div>Refers website</div> <div>The customer navigates to the upload section of our website.</div> <div>Login website</div> <div>The customer has to enter the login credentials to proceed into the website.</div> <div>Add expenses</div> <div>The user has to add their expenses for tracking their budget.</div>	<div>Start filling the details</div> <div>The user will fill the expenses spent on specific categories.</div> <div>Experience result</div> <div>The customer view the amount spent on a daily basis.</div>	<div>Digitilized calculations will be done.</div> <div>The expenses added are calculated and recorded.</div> <div>Estimates and tabulate expenses</div> <div>The calculated expenses are estimated and tabulated for further reference</div>	<div>Leave the website.</div> <div>The customer will leave the website after updating the expenses.</div> <div>Submit reviews</div> <div>The user can update their reviews about Website.</div>	<div>Recommendation to other users.</div> <div>After experiencing the expense tracking application, users can recommend to non-users for their needs.</div>
<div>Interactions</div> <div>What interactions do they have at each step along the way?</div> <div><div>People: Who do they see or talk to?</div><div>Places: Where are they?</div><div>Things: What digital touchpoints or physical objects would they use?</div></div>	<div>Login section of the website.</div> <div>User detail section of the website.</div>	<div>Customer's email/software (like outlook or website like gmail)</div>	<div>Users can activate from any common locations.</div> <div>Pop up message of website.</div>	<div>Output section of the website.</div>	<div>Recommendation span across website</div>
<div>Goals &amp; motivations</div> <div>At each step, what is a primary goal or motivation? ("Help me..." or "Help me avoid...")</div>	<div>Help me to find user-friendly application.</div> <div>Help me avoid spending money in unwanted stuffs.</div> <div>Help me to track expenses efficiently.</div>	<div>Help me to fill the expenses spent on specific categories.</div> <div>Help me to view the expense spent on daily basis.</div>	<div>Help me to do error free calculations.</div> <div>Help me avoid confusions on amount spent.</div>	<div>Help me leave the website with good feelings and satisfaction.</div>	<div>Help me to suggest this application to non-users.</div>
<div>Positive moments</div> <div>What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?</div>	<div>The Accuracy of this application is exciting</div> <div>It's productive when expenses are being tracked.</div>	<div>Adding expenses to allotted categories is fun</div>	<div>This application tends to be good,since it consumes less time.</div> <div>We get a motivation,after saving money.</div>	<div>People while leaving application feels delighted.</div>	<div>People will enjoy this recommendation.</div>
<div>Negative moments</div> <div>What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?</div>	<div>Uploading wrong amount may cause confusion.</div> <div>Some user may think updatin expenses is time consuming.</div>	<div>The People might feel frustrated to update expenses on daily basis.</div>	<div>Some people are confused about security issues.</div>	<div>People describe leaving a review is time-consuming activity.</div>	<div>Some people may feel uncomfortable to give recommendations.</div>
<div>Areas of opportunity</div> <div>How might we make each step better? What ideas do we have? What have others suggested?</div>	<div>Could be able to view the past notification history details</div> <div>Could we get alert after</div>	<div>Could we get seprate category for savings</div>	<div>Could we give voice as an input?</div>	<div>Could we access the website in multiple languages?</div>	<div>Could we get any help during the process.</div>