

Project Design Phase – 2

Date	15 October 2022
Team ID	PNT2022TMID33459
Project Name	Personal Expense Tracker Application
Maximum marks	2 marks

Customer Journey Map:

Journey Steps Which step of the experience are you describing?	Discovery Why do they even start the journey?	Registration Why would they trust us?	Onboarding and First Use How can they feel successful?	Sharing Why would they invite others?
Actions What does the customer do? What information do they look for? What is their context?	<div>Check your account statements</div> <div>Compare your expenses</div> <div>Identify room for change</div>	<div>Choose, compare, improve, transfer software</div> <div>Create your expense categories</div> <div>Create your expense input</div>	<div>Control costs, and use data to plan spending and saving to and how much money is needed</div> <div>It Helps You Stick to Your Budget</div> <div>Record Expenses With Pen and Paper</div>	<div>Control your own expense report without needing a pen</div> <div>Achieve your business goals</div> <div>Access control</div>
Needs and Pains What does the customer want to achieve or avoid? Tip: Reduce ambiguity, e.g. by using the first person narrator.	<div>Scale up at the pace your business is growing</div> <div>Simplify integrals with existing infrastructure</div> <div>Ability to provide valuable insights</div>	<div>Wider to keep an accurate record of your money inflow and outflow</div> <div>It Helps You Meet Your Financial Objectives</div> <div>The business owner can see the expenses and income of your business</div>	<div>The 50/50/20 budget calculator</div> <div>Tracking your expenses over time allows you to see how much you are saving and how much you are spending</div> <div>Digitize Your Expense Tracking</div>	<div>With your own expense report, you can see how much you are saving and how much you are spending</div> <div>Identify problem areas</div> <div>Encourages and increases savings</div>
Touchpoint What part of the service do they interact with?	<div>Use a mobile app to manage your expenses</div> <div>Integrate expenses with existing infrastructure</div> <div>Use a mobile app to manage your expenses</div>	<div>Personal & Business Budgeting</div> <div>Expense Tracking</div> <div>Expense Tracking</div>	<div>Use a mobile app to manage your expenses</div> <div>Expense Tracking</div> <div>Expense Tracking</div>	<div>Expense Tracking</div> <div>Expense Tracking</div> <div>Expense Tracking</div>
Customer Feeling What is the customer feeling? Tip: Use the emoji app to express more emotions	<div>Reducing the likelihood of error</div> <div>👉</div>	<div>Well Designed pricing</div> <div>👉</div>	<div>😊</div> <div>Time to Fulfillment</div> <div>😬</div>	<div>Helps create financial stability</div> <div>😊</div>
Backstage				
Opportunities What could we improve or introduce?	<div>Increase financial objectives</div>	<div>Increase the checking of account statement</div>	<div>Get receipts for all purchases, and put them in an envelop</div>	<div>Depreciation of equipment</div>
Process ownership Who is in the lead on this?	<div>User</div>	<div>Best overall free app</div>	<div>Use software to compare and check expenses at business place</div>	<div>Have a dedicated business bank account</div>

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