

Customer experience journey map

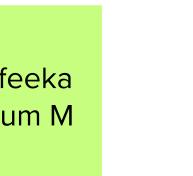
Use this framework to better understand customer needs, motivations, and obstacles by illustrating a key scenario or process from start to finish. When possible, use this map to document and summarize interviews and observations with real people rather than relying on your hunches or assumptions.

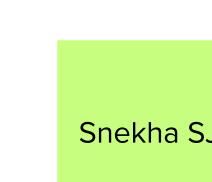
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Product School







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Personal Expense Tracker Application

Team ID:PNT2022TMID34039

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Planning,Tracking and calculating the monthly Expense	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?	Providing data Visit website or app Most customers provide their monthly expense data to track their expense A customer visit our website or app to track their expense A customer visit our website or app to track their expense The customer types their details and monthly income and also their expenses	Start Tracking Complete payment information After deciding to go on this tracking, they click the Purchase button Confirm payment & book They fill out their contact and credit card information, then continue They see a summary of what they are about to purchase, then they confirm and track order	Easy for everyone to use this application Easy for everyone to yes this application it is very user-friendly Application	Prompt for review One hour after the usage finishes, an email and inapp notification prompt Writing & submitting review The users of the Application should write their reviews	Personalized recommendations Participation in the tour informs our backend recommendation systems, which the customer may experience via better personalization Participation in the tour tour informs our backend recommendation systems, which the customer may experience via better personalization Personalized tour offers The customer receives an email 14 days after their Expense saved
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?	Personal Tracker of the website, iOS app, or Android app Expense tracker section of the website, iOS app, or Android app Expense tracker section of the website, iOS app, or Android app or Android app Personal Tracker section of the website, iOS app, or Android app	Persosection of the website, iOS app, or Android app Payment overlay within the website, iOS app, or Android app Payment overlay within the website, iOS app, or Android app Payment overlay within the website, iOS app, or Android app Customer's email (software like Outlook or website like Gmail) Ike Gmail)	Balance Amount other than the Expense is saved Tracking their Expenses Expenses	Customer's email (software like Outlook or website like Gmail) "Leave a review" modal window within the profile on the website, IOS app, or Android app	Recommendations span across website, iOS app, or Android app Customer's email (software like Outlook or website like Gmail)
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me" or "Help me avoid")	Help me get this to reduce monthly expense and save money usage Help me have more money usage Help me avoid wasting money for unwanted things Help me see what they have to offer is all about Help me have more wasting money for unwanted things	Help me commit to save money Help me get through this payment part without too much hassle Help me feel confident that my purchase is finalized and tell me what to do next Help me feel confident that my purchase is finalized and tell me what to do next Help me feel confident that my purchase is finalized and tell me what to do next Help me make sure I don't forget about my so that I don't wastemoney or get disappointed	Help me feel confident about where to keep money safe Help me feel good about my decision Help me make the more money	Help me leave the App good feelings and no awkwardness Help me spread the word about a great Application to save money	Help me see what I could be doing next Help me see ways to enhance my savings
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	It's fun to look at option and image doing money saving and like shopping for experiences The website or app is developed to save monthly income It's reassuring to red reviews written by past users	Excitement about the purchase("Here we go!") Current payment flow is very barebones and simple We heard from several people that the remainder emails were essential especially if they booked way in advance	This app is very helpful in tracking weekly report in a graphical form People love the Application itself,we have a 98% satisfaction rating	Refreshed and people generally save money	People like looking back on their past Expense Expense We think people like these recommendations because they have an extremely high engagement rate
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	People user this application to save money Several people express a bit of fear of commitment at this step People express a bit of fear of commitment at this step	Trepidation about the purchase("I hope this will be worth it!") Improper planning Confused	People expressed awkwardness about finding their savings Sometimes the application may cause server error	People are unclear Customer report feeling review leaving a review as an arduous process People feel peer pressure to use their App We have very low review rates (15% of people review experiences and tours)	
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	If you dont follow this path immediately after your booking Could we automatically track exprense Make it easier to compare and shop for experiences without having to dick on them Provide a simpler summary to avoid information overload Show highlights or common pharses from reviews, or Uber style "great guide"badges?	Visualization	Even the application has some drawback it is very much helpful in daily life to save money Efficient mail incorporation in better planning	How might we make it clear that tipping is appreciated but not necessary? How might we equip people to tip after the tour? (e.g. via Venmo or equivalent app) Could we A/B test different language to see what is over? Containerized application How might we totally eliminate this awkward moment?	Efficient and user friendly system