



CUSTOMER JOURNEY







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

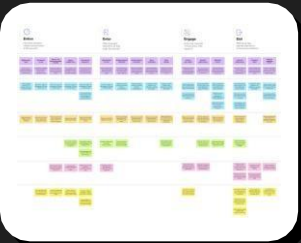


Document an existing experience

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 What does the person (or group) typically experience?</div>	<div>Refers website</div> <div>user navigates to the upload section of our website.</div> <div>Login website</div> <div>The user have to enter the login credentials to sign in to applications</div> <div>Choosing method of entering</div> <div>User had to choose whether they wanted to enter data manually or automate</div>	<div>In manual method</div> <div>User have to enter their expenses manually</div> <div>Automate method</div> <div>By fetching account automate tracking</div>	<div>Analyzing their expenses</div> <div>As per their input and tracking expenses undergo with analysis</div> <div>Graphs and categorizing</div> <div>Based on analysis Application provide graphs and expenditure categorization</div>	<div>Leave the application</div> <div>User leave the app after updating the expenses or choose automate method</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 What interactions do they have at each step along the way?<ul style="list-style-type: none">■ People: Who do they see or talk to?■ Places: Where are they?■ Things: What digital touchpoints or physical objects would they use?</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 & motivations At each step, what is a person's 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 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 featurized</div>	<div>This application consumes less time.</div> <div>Good to know about how to spend money and save income .</div>	<div>People feel relief after leave that about their curious about their money</div>	<div>People will enjoy this recommendation.</div>
<div>Negative moments 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 entering 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 put their review like time-consuming activity while they are leaving</div>	<div>Some people may feel uncomfortable to give recommendations.</div>
<div>Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?</div>	<div>Could we get the history of our expenses</div> <div>Could we get alert alert</div>	<div>Could we get separeate 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>



Need some inspiration?

See a finished version of this template to kickstart your work.

[See examples](#) →

