

PROJECT DESIGN PHASE - II

CUSTOMER JOURNEY MAP

Date	7 October
Team ID	PNT2002TMID48343
Project Name	PROJECT-Personal Expense Tracker Application
Maximum Marks	4 Marks

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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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 map, narrow your focus to the most important, most useful, most "fun" or the most difficult, depending on the context you are documenting.

	Entice	Enter	Engage	Exit	Extend
Scenario	Browsing, booking, attending, and exiting a local city tour				
Steps	What does the person (or group) typically experience?	What do people experience as they begin the process?	In the core moments in the process, what happens?	What do people typically experience as the process finishes?	What happens after the experience is over?
Interactions	What interactions do they have at each step along the way?				
Goals & motivations	What does a typical person find engaging, productive, fun, motivating, delightful, or exciting?				
Positive moments					
Negative moments					
Areas of opportunity					

REFERENCE LINK:

<https://app.mural.co/t/personalexpensetrackerapplic9244/m/personalexpensetrackerapplic9244/1665926893171/9ee96e5b00666e3c9f6ece0e2c623927f93e05ad?sender=ucad57465cb0c838415433037>