

## Project Design Phase – 2

<b>Date</b>	15 October 2022
<b>Team ID</b>	PNT2022TMID00673
<b>Project Name</b>	Personal Expense Tracker Application
<b>Maximum marks</b>	2 marks

### Customer Journey Map:

<b>Journey Steps</b> Which step of the experience are you describing?	<b>Discovery</b> Why do they even start the journey?	<b>Registration</b> Why would they trust us?	<b>Onboarding and First Use</b> How can they feel successful?	<b>Sharing</b> Why would they invite others?
<b>Actions</b> What does the customer do? What information do they look for? What is their context?	<div>Check your account statements</div> <div>Categorize your expenses</div> <div>Identify room for change</div>	<div>Choose simple expense tracker software</div> <div>Create your expense categories</div> <div>Create your expense input</div>	<div>Control costs, and see what you're spending your money on and how much you're spending</div> <div>It Helps You Stick to Your Budget</div> <div>Record Expenses With Pen and Paper</div>	<div>Furnish you with an accurate report of your expenses and pay</div> <div>Achieve your business goals</div> <div>Access control</div>
<b>Needs and Pains</b> What does the customer want to achieve or avoid? <i>Tip: Reduce ambiguity, e.g. by using the first person narrator.</i>	<div>Scale-up at the pace your business is growing</div> <div>Seamlessly integrate with existing infrastructure</div> <div>Ability to provide valuable insights.</div>	<div>Helps to keep an accurate record of your money inflow and outflow</div> <div>It Helps You Meet Your Financial Objectives</div> <div>The best business expense trackers also accompany applications for your mobile device</div>	<div>The 50/30/20 budget calculator</div> <div>Tracking your expenditures also allows you to understand why you're in debt and how you got there</div> <div>Digitize Your Expense Tracking</div>	<div>With a data expense manager you will be able to identify trends in different priorities and this will enable you to set down an elementary spending</div> <div>Identify problem areas</div> <div>Encourages and increases savings</div>
<b>Touchpoint</b> What part of the service do they interact with?	<div>Also known as expense manager, an expense tracker is an application that helps to keep an accurate record of your money inflow and outflow.</div> <div>Variable expenses: Expenses that vary from month to month (electricity, gas, groceries, clothing).</div> <div>Fixed expenses: Expenses that remain the same from month to month (rent, mobile phone, cable bill, car payments).</div>	<div>Payments &amp; Invoices: Accept and pay from credit cards, debit cards, net banking, mobile wallets, and bank transfers.</div> <div>Reports: The expense tracking app generates and sends reports to give a detailed insight.</div> <div>Recurrent Expenses: Set up your budgeting app to track, inventory, and automate all the recurrent expenses.</div>	<div>Radio Address: See expert investment advice and solutions with the RadioAddress Report.</div> <div>Check: Track your expense tracking app with a tool that not only understands and answers all user queries.</div> <div>Employee Travel Budgeting: Most businesses save money with a travel budgeting app.</div>	<div>Approval of bills and expenditures in real-time and get notified instantly.</div> <div>Avoid data loss by scanning your tickets and bills and saving in the app.</div> <div>Access, submit, and approve invoices irrespective of time and location.</div>
<b>Customer Feeling</b> What is the customer feeling? <i>Tip: Use the emoji app to express more emotions</i>	<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>
<b>Backstage</b>				
<b>Opportunities</b> 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>
<b>Process ownership</b> Who is in the lead on this?	<div>User</div>	<div>Best overall free app</div>	<div>Use software to categorize and keep expenses all in one place</div>	<div>Have a dedicated business bank account</div>