




# 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.

Created in partnership with

 **Product School**

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# Personal Expense Tracker

Date	29 October 2022
Team ID	PNT2022TMD45814
Project Name	Personal Expense Tracker Application
Maximum Marks	4 Marks

<div>SCENARIO</div> <div>Browsing, booking, attending, and rating a local city tour</div>	<div></div> <div>Entice</div> <div>How does someone initially become aware of this process?</div>	<div>Enter</div> <div>What do people experience as they begin the process?</div>	<div>Engage</div> <div>In the core moments in the process, what happens?</div>	<div>Exit</div> <div>What do people typically experience as the process finishes?</div>	<div>Extend</div> <div>What happens after the experience is over?</div>
<div></div> <div>Steps</div> <div>What does the person (or group) typically experience?</div>	<div>Account needs to be created using customer details</div> <div>Clear description about the account creation process needs to be provided</div>	<div>Transaction details needs to be provided</div> <div>Users can check their account balance</div>	<div>Keeps an eye on the expense and check whether it crosses the limit</div> <div>Users can set their limits to spend</div>	<div>Income and expense will be saved</div> <div>Entire process will be stopped</div>	<div>User will feel good about their money</div> <div>They will have something to invest or save</div>
<div></div> <div>Interactions</div> <div>What interactions do they have at each step along the way?</div> <div><ul style="list-style-type: none"><li>People: Who do they see or talk to?</li><li>Places: Where are they?</li><li>Things: What digital touchpoints or physical objects would they use?</li></ul></div>	<div>They interact with other peoples about saving their money</div> <div>They can contact with the chat bot</div> <div>They try to google about saving their income</div>	<div>Income and expense Data will be stored in database</div> <div>If the expense Exceeds the limit then notification will be sent to the user</div>	<div>We ask users to extend their limit</div> <div>We send alerts to the users about their expenditure</div>	<div>Admin will instruct the user to update the expense periodically.</div> <div>Notification will be sent if the customer didn't update the expense for long time</div>	<div>Feedback will be get from the user.</div> <div>User's feedback will be considered.</div>
<div></div> <div>Goals &amp; motivations</div> <div>At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")</div>	<div>Track their expense.</div> <div>Staying within the budget.</div> <div>Analyze the expense.</div>	<div>user will know how much they spend</div> <div>The user can spend the money without any fright if more amount still remains in budget</div>	<div>user can live within the line</div> <div>Use to track the expense</div>	<div>User's can live their life peacefully without any financial tensions</div> <div>Unnecessary expense can be avoided.</div>	<div>Help the user have better life.</div> <div>The user feel safe to spend money.</div>
<div></div> <div>Positive moments</div> <div>What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?</div>	<div>Easy to use</div> <div>Free of cos</div>	<div>Spending the money with this app is more exiting.</div> <div>Users can save their monthly expenses.</div>	<div>Most of the expenses is easily tracked.</div> <div>Entire data will be visualized</div>	<div>Our application is more secure</div>	<div>Happy mind set</div> <div>User will love to use the application.</div>
<div></div> <div>Negative moments</div> <div>What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?</div>	<div>Frustrating if the application gets hang.</div> <div>Slow internet may cause trouble</div>	<div>People think their personal details may be sold</div> <div>People think that the admin will monitor every activities.</div>	<div>corrupted values may damage the graph.</div> <div>User may forget the expense some times</div>	<div>Time delay</div> <div>User feels sometimes lazy to update the expenses.</div>	<div>People may recommend.</div> <div>Suggest other about application.</div>
<div></div> <div>Areas of opportunity</div> <div>How might we make each step better? What ideas do we have? What have others suggested?</div>	<div>Provide a simple summary</div> <div>Easy to compare with others</div>	<div>Used to reduce the expense</div> <div>Helps the user to save money</div>	<div>reward points will be given according to their savings</div>	<div>User understands need of the application</div>	<div>User friendly feedback</div>