## **CUSTOMER JOURNEY**

## Team Id: PNT2022TMID50242

| °∫.   |  | 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 finis | Exit                             |   |   | Extend What happens after the experience is over? |                                      |  |
|---|--|--|---|--|--|---|---|--|--|--------------------------------------|---|--|----------------------------------|---|---|---|--------------------------------------|--|
| Steps<br>What doe   | bes the person (or group) y experience?  | PLAY STORE APP<br>AND APPLE STORE  Most users use this<br>application to<br>download | VISIT THE APP  User navigates to the app      | DOWNLOADIND<br>AND INSTALLING  Users downloads the app               | CREATING<br>ACCOUNT  Onboarding process<br>by giving required<br>information | ONBOARDING PROCESS  User can onboard the process            | DETAILS<br>REGISTRATION  Details to be registered                     | CONFIRMATION OF THE GIVEN DETAILS  E-mail send to the users to confirm | Arriving at the application                              | System check                         | Experience the application              | User friendly<br>environment                                   | Exorbitant usage                 | Satisfaction  | User will feel helpful<br>after using the app | The payment will be secure                        | User will experience<br>huge savings |  |
| Interac<br>What inte<br>each step<br>People<br>Places<br>Things | teractions teractions do they have at ep along the way?  sle: Who do they see or talk to? es: Where are they? gs: What digital touchpoints or ical objects would they use? | Log in to the<br>application by<br>entering e-mail and<br>password                   | Confirmation with<br>OTP once registered      | User can enter their<br>personal details and<br>their income details | Customer support<br>for updation of app<br>and for grievance                 | Can be used in android and ios app                          | Secured payment   | Customer e-mail  | Customer support   | Cut down<br>unnecessary<br>spendings | Analysing their<br>budget limits        | Copious usage  | Quicker an                       | alysation   | Better interaction with the application       | The user experiences periodical alerts            | Security                             |  |
| Goals &   | & motivations a step, what is a person's goal or motivation? ne" or "Help me avoid")   | Ease of access to all<br>age group of people   | Compatiable in familiar operating system      | User friendly<br>interface   | Analysing daily<br>expenditure   | Help me to commit<br>to use the app                         | Help me get through<br>expense tracking<br>without too much<br>hassle | Help me make sure I<br>don't forget about<br>expenses                  | Make it world wide                                       | Systematic analysis<br>to the user   | Tension free<br>environment             | Financial and expense control                                  | Regulation of expense activities | User friendly to the<br>lavishly spending<br>users to save the<br>money | Faster expense<br>tracking                    | Past expense<br>tracking                          | Savings growth<br>tracker            |  |
| What ste  | ve moments  teps does a typical person oyable, productive, fun, ing, delightful, or exciting?  | It creates value to<br>the user  | It gives great<br>performance for the<br>user | Provides delightful<br>user experience                               | Financial Control  | Excitement about the app                                    |   | Current payment<br>flow is very bare<br>bones and simple               | Regular e-mail alerts                                    | ·                                    | Confidential (end-to-<br>end-encrypted) | Great experience   | Make app more<br>statistical     | Helps in saving more<br>money   | Reccommending to the other users              |   | Reduction of<br>unwanted expenses    |  |
| What ste  | tive moments  teps does a typical person strating, confusing, angering, or time-consuming?   |  | ous to update<br>ly expenses                  |  | ck of information<br>give raise to<br>proper tracking                        |   |   |  |  |                                      |   | Difficult to<br>understand                                     | Interp<br>statistica             | retation of<br>It is difficult  |   |   |                                      |  |

## Areas of opportunity

How might we make each step better? What ideas do we have? What have others suggested?

Systematic mail deliverables

Large scale and small scale industries

To keep track of the expenditure

Budget analyzation to the industries as well as for an individual