

CUSTOMER JOURNEY MAP					
Phases of customer journey	Discovery	Registration	Onboarding and First Use	Experience	Review and Sharing
Actions What does the customer do?	<div>Customer searching expenses tracker app</div> <div>Get the one Personal expenses tracker application</div>	<div>Installed the personal expenses tracker app</div> <div>Choose their google account</div> <div>Start analyse the features of application</div>	<div>Goes through the features available</div> <div>Fetch with bank transaction</div> <div>Add the profile picture</div> <div>Add the other needed details</div>	<div>Had the good experience</div> <div>Expenses has been controlled</div>	<div>Known the worthy of this application</div> <div>Share this application to others</div> <div>Give the review about this application</div>
Needs and Pains What does the customer want to achieve or avoid?	<div>Need to know the where more money spend</div> <div>Want to save money and invest</div>	<div>They achieve good money managing capability</div>	<div>Known the how much spend in a day</div> <div>Analyse the unwanted expenses</div>	<div>Achieve some freedom through saving the money</div>	<div>Tracking all the expenses easily</div> <div>Aware of the unwanted expenses next time</div>
Touchpoint What part of the service do they interact with?	<div>They try get best expenses tracker application</div> <div>Available all the transaction history</div>	<div>Free expenses tracker</div> <div>Help to save money</div>	<div>Tracking interface</div> <div>Average spend per day</div>	<div>Unwanted spendings are controlled</div> <div>That give the way to growth</div>	<div>Review what are the new feature needed</div> <div>Give the feedback about user interface and flexibility</div>
Customer Feeling What is the customer feeling?	<div>🙄</div>	<div>😊</div>	<div>😊</div>	<div>🥳</div>	<div>🥳</div>