



Personal Expense Tracker Application

Project Design Phase-II - Customer Journey Map

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TIP
As you add steps to the experience, move each these "Five Es" the left or right depending on the scenario you are documenting.

SCENARIO	Entice	Enter	Engage	Exit	Extend
Browsing, booking, attending, and rating a local city tour					
Steps What does the person (or group) typically experience?	<div>Recommended by friends</div> <div>Sign up the website or app</div> <div>Visit app or website</div> <div>View budgeting control tool and credit monitoring tools</div> <div>Connect the bank account</div> <div>Some customers get recommendation for this app from the friends who already using the app</div> <div>Customer sign up in the app using mobile or email address</div> <div>Customer navigate to section of various personal expenses options</div> <div>After view the budgeting tool and credit monitoring tool customer select the suitable tools</div> <div>Customer connect their account to the app or website</div>	<div>Enter the daily expenses</div> <div>Enter the limit of amount</div> <div>Update the bills and receipt</div> <div>Categorize the expenses</div> <div>Customer enter their daily expenses</div> <div>Customer enter the limit of amount to spend</div> <div>Customer update the bills and receipt of their expenses in the website or app</div> <div>Various type of expenses is categorized and organized</div>	<div>Make budget</div> <div>Cut unnecessary expenses</div> <div>Email alert</div> <div>After see the category the expenses and make a better budget</div> <div>After see the record of the expenses they cut the unnecessary expenses</div> <div>Customer ... receive email when they exceeds the limit of the amount</div>	<div>Cover expense within budget</div> <div>Customer spend the money within the budget and save money</div>	<div>Submit the feedback</div> <div>Customer fill the feedback about the application in the feedback form</div>
Interactions What interactions do they have at each step along the way? <ul style="list-style-type: none">■ People: Who do they see or talk to?■ Places: Where are they?■ Things: What digital touchpoints or physical objects would they use?	<div>Selection of budgeting tools and credit monitoring tools</div> <div>Visitng the application through mobile and computer</div> <div>Connect the bank account with the application</div> <div>Selection of %xpense's type for the respective expenses</div>	<div>Enter the daily expenses in the application</div> <div>Enter the limit of amount to spend</div> <div>Updation of bills and receipt</div>	<div>Giving suggestion to customer to cut unnecessary expenses</div> <div>Giving alert through email when customer exceeds the limit of the amount</div>	<div>Spending the money within the budget</div>	<div>"Leave a feedback" model within the application to customers to write the feedback for the application</div>
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")	<div>Help me to record daily expenses</div> <div>Help me to save money</div> <div>Help me to make it easier with an app than paper</div>	<div>Help me to avoid spend and save in a haphazard manner</div> <div>Help me to view previous expenses</div>	<div>Help me to cut unwanted expenses</div> <div>Help me to not miss any payments</div>	<div>Help me to make better budget and save money</div>	<div>Help me to Compare expenses through the help of bar charts</div>
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	<div>Provide budgeting tools and credit tools</div>	<div>Every spending is grouped into categories</div> <div>Let you set spending limits for each category</div>	<div>Helps to make better budget</div>	<div>Represent your spending datas in terms of pie charts and graphs</div>	<div>Improve the application by the feedback given by customers</div>
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	<div>To not know about the budgeting tools credit monitoring tools</div>	<div>Miss to update the payments in the application</div> <div>Miss to update bills and receipt in the application</div>	<div>Exceeds the limit of the amount while spending the amount</div>	<div>Can't able to spend the money within the budget</div>	<div>Unable to express their experience of the application in the feedback</div>
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	<div>Make advertisement to promote the application</div>	<div>Easy options to update the expenses,bills and receipts</div>	<div>Make options to give suggestion to make a better budget</div>	<div>Make plans to save the money</div> <div>Show the record of monthly expenses in easy ways and comparison of previous month expenses with current month expense</div>	<div>Add the requirements needed by the customers and rectify the mistake mentioned by customers in the application</div>