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## PERSONAL EXPENSES TRACKER APPLICATION

## CUSTOMER JOURNEY

| ADDING, TRACKING AND STORING EXPENSES OF CUSTOMER/USER. | 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 finishes? | Extend What happens after the experience is over?                                       |
|---|---|--|---|--|---|
| STEP  | When visiting our site/app [step]  They will be provided with options to enter & track their expenses | CUSTOMERS INTERACT WITH THE APPLICATION USER INTERFACE we collect the data | VERIFICATION OF DETAILS ENTERED Storing and comparing of expenses is done in this stage | PROCESSED DATA IS DISPLAYED  SHOW USERS ABOUT BALANCE AMOUNT       | IDENTIFY MAJOR EXPENCE AREAS  REFER BETTER SPENDING EMAILS HABITS  REMAINDER EMAILS     |
| INTERACTIONS  | APPLICATION URL   | INTERACT WITH GUI  ENTERING DATA & OTHER INFORMATION                       | "DATA IS<br>PROCESSING"<br>PAGE   | EXPENSES SUMMARY PAGE  | COMPLETE TRACKED INFO OF EXPENSES PAGE  |
| GOALS AND MOTIVATION                                    | HELP ME REACH THE APPLICATION AS SOON AS POSSIBLE  HELP ME NOT WASTE ANY TIME ON USELESS DETAILS      | HELP ME CREATE MY ACCOUNT SEAMLESSLY                                       | HELP ME ENTER ALL THE RELEVANT DEATILS EASILY   | HELP ME UNDERSTAND ALL MY EXPENSES DEATILS CORRECTLY               | GIVE ME BETTER RECOMENDATIONS OR ANALYZE MY DATA  |
| POSITIVE MOMENTS  | ITS FUN TO SEE WHAT THE APLLICATION LOOKS LIKE  | EXCITED ABOUT CREATING THEIR ACCOUNT                                       | CURIOUS TO KNOW ABOUT THEIR SPENDING HABBITS  | BECOMING AWARE OF THEIR SPENDING HABBITS                           | WE THINK GIVING THEM BETTER RECOMENDATIONS WILL INCREASE USAGE FREQUENCY                |
| NEGATIVE MOMENTS  | PEOPLE SOMETIMES ARENT ABLE TO ACCESS THE WEBSITE DUE TO VARIOUS REASONS                              | ENTERING DETAILS CAN BE BORING AND TIME CONSUMING                          | ANIXETY ABOUT THEIR RESULTS   | MIGHT PUT THEM IN A BAD MOOD KNOWING ABOUT THEIR OVER EXPENSES     |   |
| AREAS OF OPPURTUNITY                                    | WE CAN MAKE USE OF ADVERTISEMENTS   |  | WE CAN PROVIDE AN ANIMATED WAITED PAGE  |  | PROVIDE A THANK YOU, SPEND BETTER AND POSITIVE MESSAGES TO MAKE USER EXPERIENCES BETTER |