

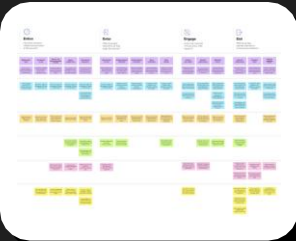


# Customer experience journey map

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.

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## Document an existing experience

PROJECT TITLE : PERSONAL EXPENSE TRACKER  
Project Design Phase-II - Customer Journey Map  
Team ID: PNT2022TMID07421

**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					
<b>Steps</b> What does the person (or group) typically experience?	<div>Approved by friends</div> <div>Activate the website or programme</div> <div>Go to the app or website</div> <div>look at the credit and budgeting tools tracking devices</div> <div>Associated with the bank account</div> <div>a challenge in calculation</div> <div>Manual Abilities</div> <div>Some clients receive recommended actions using the friends app who are already utilizing app</div> <div>customer downloads the app and registers with their email or mobile number</div> <div>Customer goes to a section with different options for personal expenses</div> <div>The customer chooses the appropriate tools after viewing the budgeting and credit monitoring tools.</div> <div>Customer logs into the app or website using their account.</div> <div>Manual Experience</div> <div>Worry about their expense limit</div>	<div>Enter the daily expenses</div> <div>Type the maximum amount.</div> <div>Keep the receipts and bills current.</div> <div>Classifying the costs</div> <div>Customer enter their daily expenses</div> <div>Customers input their maximum spending limit.</div> <div>In the app, the customer updates their bills and receipts for their expenses</div> <div>Different types of expenses are organised and categorised.</div>	<div>Set a budget</div> <div>Reduce wasteful spending</div> <div>email warning</div> <div>after looking at the categories of expenses, create a better budget.</div> <div>After reviewing the expense records, they eliminated any unnecessary spending.</div> <div>When a customer goes over the limit, they get an email.</div>	<div>Within the budget, cover the cost</div> <div>Clients stick to their spending limits and make savings.</div>	<div>Send the suggestions</div> <div>Personalised recommendation</div> <div>Customers fill out the suggestion box with their opinions regarding the application.</div> <div>Obtain notification on all relevant features</div>
<b>Interactions</b> What interactions do they have at each step along the way? <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>choice of credit monitoring and budgeting tools</div> <div>using a computer or a mobile device to access the application</div> <div>choosing the appropriate expense type for the relevant expenses</div> <div>connect the application to the bank account</div>	<div>Provide the application with the daily expenses</div> <div>Enter the limit of amount to spend</div> <div>Updating of bills and receipt</div>	<div>providing advice to customer will cuts unnecessary expenses</div> <div>Giving notice via when the customer surpasses the maximum</div>	<div>Spending the money within the budget</div>	<div>Model "Leave feedback" while using the application requiring clients to write comments for the application</div>
<b>Goals &amp; motivations</b> At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")	<div>Help me keep track of my daily expenses</div> <div>Please help me save money.</div> <div>Help me make it simpler using an app rather than a pen or piece of paper.</div>	<div>Aid me in avoiding spending and saving in a random manner</div> <div>Help me to view previous expenses</div>	<div>Help me reduce unnecessary spending</div> <div>Help me to avoid missing any payments</div>	<div>aid me in making better spending and save cash</div>	<div>Please compare for me costs through utilising barcharts</div>
<b>Positive moments</b> What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	<div>Provide budgeting tools and credit tools</div> <div>Customer is excited to receive benefits from every features</div> <div>Clients are encouraged to use the app because of simple strategy</div> <div>Customer felt relaxed about the expenses</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>Display your cost information in using pie charts and charts</div>	<div>Enhance the submission by the comments made by customers</div>
<b>Negative moments</b> 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>Poor network in rural areas</div> <div>Can't access the data without Internet connections</div> <div>People feel cheated if they don't get to see the result they were expecting</div>	<div>Miss to update the payments in the application</div> <div>Authentication gets failed sometimes</div> <div>Miss to update bills and receipt in the application</div> <div>Loss of data</div>	<div>Exceeds the limit of the amount while spending the amount</div> <div>Malfunctioning of browser</div> <div>Lots of Ads</div>	<div>Can't able to spend the money within the budget</div> <div>People get confused</div> <div>People not enjoying it</div>	<div>Laggy UI</div> <div>Unable to express their experience of the application in the feedback</div> <div>Saving ideas did not work for my needs.</div>
<b>Areas of opportunity</b> How might we make each step better? What ideas do we have? What have others suggested?	<div>Give a brief tutorial so that people can understand how it works.</div> <div>User interactions is easy</div>	<div>Promote the product</div> <div>User receives updated information about the costs via mail</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>Customer get idea about feature expenses</div> <div>Giving rewards</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 mistakes mentioned by customers in the application</div> <div>Linking the app to Bank account in a safer way</div>

