Project Design Phase-II

Customer Journey Map

Date	25-10-2022
Team ID	PNT2022MID26204
Project Name	Project-Personal Expense Tracker Application
Maximum Marks	4 Marks

Document an existing experience

Narrow your focus to a specific scenario or process within an existing product or service. In the **Steps** row, document the step-by-step process someone typically experiences, then add detail to each of the other rows.

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	How does someone initially become aware of this process?	What do people experience as they begin the process?	In the core moments in the process, what happens?	What do people typically experience as the process finishes?	What happens after the experience is over?

Steps — What does the person (or group) typically experience?

	Entice	Enter	Engage	Exit	Extend
	spending the money / falling into debt / finding ways to manage expense	starts using the application by registration / enter the expenses they spend	view the expense in stats / recieves mail alert when the expense goes high	advaced budgeting without any loss / clear cut planning how to spend the money	user will able to manage saving and expense they spend

Interactions — What interactions do they have at each step along the way?
- **People:** Who do they see or talk to?
- **Places:** Where are they?
- **Things:** What digital touchpoints or physical objects would they use?

	Entice	Enter	Engage	Exit	Extend
	tracking and planning / get a plan	expense chat and history / initial registration	visualize the spending area	receive the mail alert / save the money for future needs	reduce chances of loss / advaced budgeting

Goals & motivations — At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")

	Entice	Enter	Engage	Exit	Extend
	guidance for app / easy to understand	able to track the expense / plan for each catergories	graphical representation / identify highly spend areas / can track the expense	provides monthly saving records / spend money efficiently	receive mail alerts / feedback from users

Positive moments — What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?

	Entice	Enter	Engage	Exit	Extend
	avoid repeated login / comfortable to use	hopeful / motivated	wise planning / easy to save the money	saving of current month calculated	user queries are solved fastly

Negative moments — What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?

	Entice	Enter	Engage	Exit	Extend
	doubtful / uncertain	frustated / confused / improper planning	finding difficult to adapt / overwhelmed	cannot login without credentials / once you come out of app you need to login again	pay on use / on demand self service

Areas of opportunity — How might we make each step better? What ideas do we have? What have others suggested?

	Entice	Enter	Engage	Exit	Extend
	one time login to app / simple and efficient	visualization	notification through mail	can view the analysis / gamified approach	user friendly system