



CUSTOMER JOURNEY MAP

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<div>SCENARIO</div> <div>Browsing, booking, attending, and rating a local city tour</div>	<div></div> <div>Entice</div> <div>How does someone initially become aware of this process?</div>	<div></div> <div>Enter</div> <div>What do people experience as they begin the process?</div>	<div></div> <div>Engage</div> <div>In the core moments in the process, what happens?</div>	<div></div> <div>Exit</div> <div>What do people typically experience as the process finishes?</div>	<div></div> <div>Extend</div> <div>What happens after the experience is over?</div>
<div></div> <div>Steps</div> <div>What does the person (or group) typically experience?</div>	<div><div>Need to manage Expenses</div><div>Customer finds his expenses raises and needs track of it. They decide to manage them.</div></div> <div><div>Login/ Register</div><div>Customer registers and create account</div></div>	<div><div>Understand the usage</div><div>Customer walkthrough the steps to use the tracker</div></div> <div><div>Input Expenses</div><div>After basics, customer enter the financial data required.</div></div> <div><div>Verifications</div><div>Customer bank details are verified</div></div>	<div><div>Notify the expenses</div><div>Customer is notified of their expenses</div></div> <div><div>Alert during overspending</div><div>Customer is alerted regarding the overspending</div></div>	<div><div>Analyse Expenses</div><div>Customer's finance is tracked and analyzed</div></div> <div><div>Monthly Report</div><div>Customer's monthly finance report is saved</div></div> <div><div>Saved Money</div><div>Customer saves money without extra expenses</div></div>	
<div></div> <div>Interactions</div> <div>What interactions do they have at each step along the way?</div> <div><div>■ People: Who do they see or talk to?</div><div>■ Places: Where are they?</div><div>■ Things: What digital touchpoints or physical objects would they use?</div></div>	<div>Finds our tracker app</div> <div>Registers with their details in the app</div>	<div>Customer finds the steps to be gone through</div> <div>Add expenses with specified categories</div> <div>Cross verify with bank account statements</div>	<div>Notifications are received time-to-time</div> <div>Warning messages are received regarding from app</div>	<div>Go through the report</div> <div>Read the report carefully for future spending</div> <div>Money is saved</div>	
<div></div> <div>Goals & motivations</div> <div>At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")</div>	<div>Help me keep track of my money</div>	<div>Help me to feel confident after reading the steps</div> <div>Help me feel confident about the verifications made</div>	<div>Help me when overspending</div> <div>Help me to avoid unnecessary transactions</div>	<div>Help me feel confident on the report</div> <div>Help me see new ways to keep track of my expenses</div>	
<div></div> <div>Positive moments</div> <div>What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?</div>	<div>Eagerness to track his expenses</div>	<div>Delightfulness on knowing the working</div>	<div>Happy on avoiding unnecessary transactions</div>	<div>Delightful to see the positive report</div> <div>Happy on seeing the positive finance condition</div>	
<div></div> <div>Negative moments</div> <div>What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?</div>	<div>Forgetting the email/ password</div>	<div>Forget to update expenses</div>	<div>Checking bank transactions</div>	<div>Adapting to avoid extra expenses</div> <div>Finding difficulties in reducing expenses</div>	
<div></div> <div>Areas of opportunity</div> <div>How might we make each step better? What ideas do we have? What have others suggested?</div>	<div>Updating frequently</div>	<div>Improvising the interface by increasing interaction</div>	<div>Improvising security with email messages</div>	<div>System to figure out unnecessary expenses automatically</div> <div>Fast flow Interface</div>	