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PERSONAL EXPENSES TRACKER APPLICATION

CUSTOMER JOURNEY

SCENARIO 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 CREATION OF ACCOUNT we collect the data	VERIFICATION OF DETAILS ENTERED EXPENSES DATA IS PROCESSED Storing and comparing of expenses is done in this stage	PROCESSED DATA IS DISPLAYED SHOW USERS ABOUT BALANCE AMOUNT	IDENTIFY MAJOR EXPENSE AREAS REFER BETTER SPENDING HABITS REMAINDER EMAILS
INTERACTIONS	APPLICATION URL	INTERACT WITH GUI ENTERING DATA & OTHER INFORMATION	"DATA IS PROCESSING" 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 DETAILS EASILY	HELP ME UNDERSTAND ALL MY EXPENSES DETAILS CORRECTLY	GIVE ME BETTER RECOMMENDATIONS OR ANALYSE MY DATA
POSITIVE MOMENTS	ITS FUN TO SEE WHAT THE APPLICATION LOOKS LIKE	EXCITED ABOUT CREATING THEIR ACCOUNT	CURIOUS TO KNOW ABOUT THEIR SPENDING HABITS	BECOMING AWARE OF THEIR SPENDING HABITS	WE THINK GIVING THEM BETTER RECOMMENDATIONS WILL INCREASE USAGE FREQUENCY
NEGATIVE MOMENTS	PEOPLE SOMETIMES ARE ABLE TO ACCESS THE WEBSITE DUE TO VARIOUS REASONS	ENTERING DETAILS CAN BE BORING AND TIME CONSUMING	ANXIETY ABOUT THEIR RESULTS	MIGHT PUT THEM IN A BAD MOOD KNOWING ABOUT THEIR OVER EXPENSES	