

## Project Design Phase – 2

<b>Date</b>	14 October 2022
<b>Team ID</b>	PNT2022TMID08698
<b>Project Name</b>	Personal Expense Tracker Application
<b>Maximum marks</b>	2 marks

### Customer Journey Map:

Journey Steps Which step of the experience are you describing?	Discovery Why do they even start the journey?	Registration Why would they trust us?	Onboarding and First Use How can they feel successful?	Sharing Why would they invite others?
<b>Actions</b> What does the customer do? What information do they look for? What is their context?	Check your account statements Categorize your expenses Identify reasons for change	Choose a simple expense tracker software Create your expense categories Create your expense input	Control costs and see what you're spending It Helps You Stick to Your Budget Record Expenses With Pen and Paper	Share your own app Achieve your business goals Access control
<b>Needs and Pains</b> What does the customer want to achieve or avoid? Tip: Reduce ambiguity, e.g. by using the first person narrator.	Scale-up as the pace your business is growing Scarcely integrate with existing software structure Ability to provide valuable insights	Help to keep an accurate record of your money inflow and outflow It Helps You Meet Your Financial Objectives The best business expense tracker you can use to track your business costs	The 50/30/20 Budget Calculator Tracking your expenses and when you're over budget and how you get there Digitize Your Expense Tracking	Use software to track expenses and reduce the risk of human error Identify problem areas Encourages and increases savings
<b>Touchpoint</b> What part of the service do they interact with?	Receipts as evidence of expenses Receipts as evidence of expenses Receipts as evidence of expenses Receipts as evidence of expenses	Receipts as evidence of expenses Receipts as evidence of expenses Receipts as evidence of expenses Receipts as evidence of expenses	Receipts as evidence of expenses Receipts as evidence of expenses Receipts as evidence of expenses Receipts as evidence of expenses	Receipts as evidence of expenses Receipts as evidence of expenses Receipts as evidence of expenses Receipts as evidence of expenses
<b>Customer Feeling</b> What is the customer feeling? Tip: Use the emoji app to express more emotions	Reducing the likelihood of error 👉	Well Designed pricing 👉	😊 Time to Fulfillment 😄	Helps create financial stability 👉
<b>Backstage</b>				
<b>Opportunities</b> What could we improve or introduce?	Increase financial objectives	Increase the checking of account statement	Get receipts for all purchases, and put them in an envelop	Depreciation of equipment
<b>Process ownership</b> Who is in the lead on this?	User	Best overall free app	Use software to categorize and keep expenses all in one place	Have a dedicated business bank account

miro