TITLE - CUSTOMER JOURNEY
User journey
by the Design Team of Accenture Interactive NL

Team ID   -PNT2022TMID17019

Team Lead- **Mohammed fhayaz M**
               Logeshwaran P
               Hrithik S
               Arun M

People
2-9

Time
30 min

Difficulty
Beginner

Creating a user journey is a quick way to help you and your team gain a deeper understanding of who you're designing for, aka the stakeholder in your project. The information you add here should be representative of the observations and research you've done about your users. 🔍

❶ Phases High-level steps your user needs to accomplish from start to finish	Create the user account	Setting up details of bank accounts and other finance sources	Entering income details to track how much they spend and save	Attaching mail account in order to receive reports over a week / month / year according to their preference
❷ Steps Detailed actions your user has to perform	User mobile number/email to create account and setting up the profile	Entering the expenses daily to keep track of them	Creating categories for expenses	Analyzing the reports in intervals to get an idea of where they are spending their money
❸ Feelings What your user might be thinking and feeling at the moment 👍	It is easy to create account with mobile number	May be I should stop spending my money on (unnecessary expenses)	I can see where my money is going	I can use the reports to design the budget better this time
	Is it secure to include my finance details here?	Keeping track of each penny is kinda difficult	user interface is not simple to distinguish income and expenses	Looking into the expenses and figuring out the unnecessary expenses each time is really time consuming. Is there an automatic solution for this?
Pain points Problems your user runs into	Not being able to record the expense at any moment due to server down or other issues	App takes time to load ,Cannot access the app on the go	if there is only mobile version , it's not convenient to access where ever we need	Not being able to record expenses quickly
Opportunities Potential improvements or enhancements to the experience	Giving mobile and website version to keep it readily accessible	Creating lighter version of app to avoid high boot-up time and crashing	Creating an automatic system to figure out unnecessary expenses by machine learning	Creating interface in such a way that it provides quick add features

Share your feedback

Accenture Interactive