DONE BY:

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PERSONAL EXPENSES TRACKER APPLICATION

CUSTOMER JOURNEY

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 we collect the data	VERIFICATION OF DETAILS ENTERED Storing and comparing of expenses is done in this stage	PROCESSED DATA IS DISPLAYED SHOW USERS ABOUT BALANCE AMOUNT	IDENTIFY MAJOR EXPENCE AREAS REFER BETTER SPENDING EMAILS 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 DEATILS EASILY	HELP ME UNDERSTAND ALL MY EXPENSES DEATILS CORRECTLY	GIVE ME BETTER RECOMENDATIONS OR ANALYZE MY DATA
POSITIVE MOMENTS	ITS FUN TO SEE WHAT THE APLLICATION LOOKS LIKE	EXCITED ABOUT CREATING THEIR ACCOUNT	CURIOUS TO KNOW ABOUT THEIR SPENDING HABBITS	BECOMING AWARE OF THEIR SPENDING HABBITS	WE THINK GIVING THEM BETTER RECOMENDATIONS WILL INCREASE USAGE FREQUENCY
NEGATIVE MOMENTS	PEOPLE SOMETIMES ARENT ABLE TO ACCESS THE WEBSITE DUE TO VARIOUS REASONS	ENTERING DETAILS CAN BE BORING AND TIME CONSUMING	ANIXETY ABOUT THEIR RESULTS	MIGHT PUT THEM IN A BAD MOOD KNOWING ABOUT THEIR OVER EXPENSES	
AREAS OF OPPURTUNITY	WE CAN MAKE USE OF ADVERTISEMENTS		WE CAN PROVIDE AN ANIMATED WAITED PAGE		PROVIDE A THANK YOU, SPEND BETTER AND POSITIVE MESSAGES TO MAKE USER EXPERIENCES BETTER