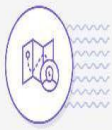


Project Design Phase-II

Customer Journey Map

Date	14 October 2022
Team ID	PNT2022TMID05040
Project Name	Personal Expense Tracker Application



Customer experience journey map

Use this framework to better understand customer needs, motivations, and obstacles by illustrating a key scenario or process from start to finish. When possible, use this map to document and summarize interviews and observations with real people rather than relying on your hunches or assumptions.

Customize templates with



Share template feedback



Document an existing experience

Narrow your focus to a specific scenario or process within an existing product or service. In the **Steps** row, document the step-by-step process someone typically experiences, then add detail to each of the other rows.

Scenario Browsing, booking, attending, and rating a local city tour	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?
Steps What does the person (or group) typically experience? <div> <div>Knowledge on Complaints</div> <div>Call or Email</div> <div>Customer needs how relation? Not able to find their</div> <div>Every customer can be via call or email</div> </div>	<div> <div>Response</div> <div>Helps</div> <div>Agent to respond</div> <div>Agent to respond</div> <div>Agent to respond</div> <div>Agent to respond</div> </div>	<div> <div>Response</div> <div>Helps</div> <div>Agent to respond</div> <div>Agent to respond</div> <div>Agent to respond</div> <div>Agent to respond</div> </div>	<div> <div>Response</div> <div>Helps</div> <div>Agent to respond</div> <div>Agent to respond</div> <div>Agent to respond</div> <div>Agent to respond</div> </div>	<div> <div>Response</div> <div>Helps</div> <div>Agent to respond</div> <div>Agent to respond</div> <div>Agent to respond</div> <div>Agent to respond</div> </div>	<div> <div>Response</div> <div>Helps</div> <div>Agent to respond</div> <div>Agent to respond</div> <div>Agent to respond</div> <div>Agent to respond</div> </div>
Interactions What interactions do they have at each step along the way? <ul style="list-style-type: none"> People: Who do they receive help from? Places: Where are they? Things: What digital touchpoints or physical objects would they use? 	<div> <div>Customer</div> <div>Customer Personal and Case Support</div> <div>Application</div> <div>Application</div> </div>	<div> <div>Customer</div> <div>Customer Personal and Case Support</div> <div>Application</div> <div>Application</div> </div>	<div> <div>Customer</div> <div>Customer Personal and Case Support</div> <div>Application</div> <div>Application</div> </div>	<div> <div>Customer</div> <div>Customer Personal and Case Support</div> <div>Application</div> <div>Application</div> </div>	<div> <div>Customer</div> <div>Customer Personal and Case Support</div> <div>Application</div> <div>Application</div> </div>
Goals & motivations At each step, what is a person's primary goal or motivation? (Help me... or Help me avoid...) 	<div> <div>Help Support for Customer</div> <div>Complaints to be solved</div> </div>	<div> <div>Help Support for Customer</div> <div>Complaints to be solved</div> </div>	<div> <div>Help Support for Customer</div> <div>Complaints to be solved</div> </div>	<div> <div>Help Support for Customer</div> <div>Complaints to be solved</div> </div>	<div> <div>Help Support for Customer</div> <div>Complaints to be solved</div> </div>
Positive moments What does a typical person like, enjoy, appreciate, love, find motivating, delightful, or exciting? 	<div> <div>Quick Response for customer care side</div> </div>	<div> <div>Quick Response for customer care side</div> </div>	<div> <div>Quick Response for customer care side</div> </div>	<div> <div>Quick Response for customer care side</div> </div>	<div> <div>Quick Response for customer care side</div> </div>
Negative moments What does a typical person find frustrating, confusing, annoying, costly, or time-consuming? 	<div> <div>Delayed Response</div> </div>	<div> <div>Delayed Response</div> </div>	<div> <div>Delayed Response</div> </div>	<div> <div>Delayed Response</div> </div>	<div> <div>Delayed Response</div> </div>
Areas of opportunity How might we make each step better? What does our user have? What have others suggested? 	<div> <div>Delayed Response</div> <div>Accelerating Rating</div> </div>	<div> <div>Delayed Response</div> <div>Accelerating Rating</div> </div>	<div> <div>Delayed Response</div> <div>Accelerating Rating</div> </div>	<div> <div>Delayed Response</div> <div>Accelerating Rating</div> </div>	<div> <div>Delayed Response</div> <div>Accelerating Rating</div> </div>