PERSONAL EXPENSE TRACKER - CUSTOMER JOURNEY

	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?	PLAY STORE APP AND APPLE STORE VISIT THE APP DOWNLOADIND ACCOUNT CREATING ACCOUNT Most users use this application to download User navigates to the app Users downloads the app Onboarding process by giving required information	ONBOARDING PROCESS DETAILS CONFIRMATION OF THE GIVEN DETAILS User can onboard the process Details to be registered E-mail send to the users to confirm	Arriving at the application System check Experience the application	User friendly environment Exorbitant usage Satisfaction	User will feel helpful after using the app The payment will be secure huge savings
Interactions What interactions do they have at each step along the way? People: Who do they see or talk to? Places: Where are they? Things: What digital touchpoints or physical objects would they use?	Log in to the application by entering e-mail and password Confirmation with OTP once registered password Confirmation with personal details and their income details Customer support for updation of app and for grievance	Can be used in android and ios app Secured payment Customer e-mail	Customer support Customer support unnecessary spendings Analysing their budget limits	Copious usage Quicker analysation	Better interaction with the application The user experiences periodical alerts Security
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me" or "Help me avoid")	Ease of access to all age group of people Compatiable in familiar operating system User friendly interface expenditure	Help me get through expense tracking to use the app Help me get through expense tracking without too much hassle Help me make sure I don't forget about expenses	Make it world wide Systematic analysis to the user Tension free environment	Financial and Regulation of lavishly spending expense control expense activities users to save the money	Faster expense tracking Past expense tracking Savings growth tracker
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	It creates value to the user It gives great performance for the user Provides delightful user experience Financial Control	Excitement about the app Current payment flow is very bare bones and simple	Regular e-mail alerts Confidential (end-to-end-encrypted)	Great experience Make app more statistical Helps in saving more money	Reccommending to the other users Reduction of unwanted expenses
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	Tedious to update daily expenses Lack of information give raise to improper tracking			Difficult to Interpretation of statistical is difficult	
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	Systematic mail deliverables Large scale and small scale industries				To keep track of the expenditure Budget analyzation to the industries as well as for an individual