Project Design Phase-II

Customer Experience Journey Map

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Project Name	Gemini Pro Financial Decoder
Maximum Marks	4 Marks

Customer Experience Journey Map:

The Customer Experience Journey Map traces the end-to-end experience of our three key users (Sarah — Financial Analyst, Rajesh — CEO, Mark — Financial Journalist) as they interact with the Gemini Pro Financial Decoder — from first discovery to long-term use.

1. ENTICE — How does someone become aware of this service?

Experience Steps	Goals & Motivations	Positive Moments ■	Negative Moments ■	Areas of Opportunity ■
• Users face challenges extracting insights from financial documents manually. • Search for 'AI financial analysis' or 'automated financial report tool'. • Discover Gemini Pro Financial Decoder through professional networks.	• Help me find a faster way to analyze financial documents. • Help me avoid missing critical insights under deadline pressure.	• Learning AI can summarize complex financial reports instantly. • Seeing real use cases with actual financial statement types.	• Skepticism about AI accuracy for financial data. • Unclear about which file formats are supported.	• Create demo video showing real financial document analysis. • Showcase accuracy benchmarks vs manual review.

2. ENTER — What do people experience as they begin?

Experience Steps	Goals & Motivations	Positive Moments ■	Negative Moments ■	Areas of Opportunity ■
• Visit the Streamlit web application. • View the clean upload interface for financial documents. • Initial setup — no installation needed, browser-based.	• Help me quickly understand how to upload my financial files. • Help me see what types of documents are supported.	• Simple drag-and-drop file upload interface. • Instant feedback after file is uploaded.	• Uncertainty about data privacy — is uploaded data stored? • No clear indication of supported file size limits.	• Add privacy notice on upload screen. • Add supported formats guide on landing page.

3. ENGAGE — In the core moments — what happens?

Experience Steps	Goals & Motivations	Positive Moments ■	Negative Moments ■	Areas of Opportunity ■
• Upload Balance Sheet, P&L;, or Cash Flow CSV/Excel file. • Click 'Generate Report' — Gemini API analyzes the data. • View AI-generated summary with key metrics and trends. • Explore auto-generated line charts and visualizations.	• Help me get a clear, accurate summary of my financial data. • Help me understand trends without reading every number.	• 'Aha!' moment when AI identifies a trend the user missed. • Plain language summary makes data accessible to all users. • Charts immediately highlight key financial patterns.	• Slow API response for very large files. • Summary may need more context for highly specific industry terms.	• Add loading progress indicator during AI analysis. • Allow users to ask follow-up questions about the summary.

4. EXIT — What do people experience as the process finishes?

Experience Steps	Goals & Motivations	Positive Moments ■	Negative Moments ■	Areas of Opportunity ■
• Download the auto-generated PDF report. • Review the structured financial summary and charts. • Share the PDF with team members or stakeholders.	• Help me produce a professional, shareable financial report. • Help me measure the value of AI-powered analysis.	• One-click PDF download with complete financial summary. • Professional report format suitable for boardroom presentation.	• PDF may not include all custom annotations the user wants. • No email-delivery option for the report.	• Add custom branding/logo option to PDF. • Add email report delivery feature.

5. EXTEND — What happens after the experience is over?

Experience Steps	Goals & Motivations	Positive Moments ■	Negative Moments ■	Areas of Opportunity ■
• Regular use for quarterly/monthly financial analysis. • Compare summaries across multiple time periods. • Integrate into existing financial reporting workflows.	• Help me establish AI-powered financial analysis as a routine. • Help me continuously improve financial decision quality.	• Measurable time savings vs manual analysis. • Increased confidence in financial decisions. • Recognition from leadership for data-driven insights.	• No built-in comparison across multiple quarters yet. • Dependency on Google API availability and costs.	• Add multi-document comparison feature. • Build a history/archive of past analyses for trend tracking.