

# Project Design Phase-II

## Customer Journey Map

Date	15 October 2022
Team ID	PNT2022TMID28895
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Project Name	Smart lender applicant credibility for loan approval
Maximum Marks	2 marks

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# User journey

by the Design Team of Accenture Interactive NL




**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. 

<div><div>1</div><div>Phases</div></div> <div>High-level steps your user needs to accomplish from start to finish</div>	Awareness	Consideration	Service	Loyalty
<div><div>2</div><div>Steps</div></div> <div>Detailed actions your user has to perform</div>	View online ad, see social media campaign, hear about from friends about benefits	Conduct feedback session for customers, compare features and benefits of loan	Loan eligibility check and comparing with other documentation	Make additional benefits and approval of higher amount
<div><div>3</div><div>Feelings</div></div> <div>What your user might be thinking and feeling at the moment</div> <div><div><div>👍</div><div>👎</div></div></div>	<div><div>😊</div><div>In case the user does not use the social media it must be hard.</div></div>	<div><div>😊</div><div>If the income less the expected value then loan prediction will detect only for low amount</div></div>	<div><div>😊</div><div>You are offline the application does not show the any information.</div></div>	<div><div>😊</div><div>Sometimes to difficult the predict the amount based on income.</div></div>
<div><div>4</div><div>Pain points</div></div> <div>Problems your user runs into</div>	<div>- Is not aware of all loan benefits</div> <div>- Doesn't know what to choose</div>	<div>- Doesn't know where to start</div> <div>-Doesn't want to spend a lot of time on research</div>	<div>- Hard to get response</div> <div>- Buffering issues</div>	<div>- No discount</div> <div>- Not enough other incentives</div>
<div><div>5</div><div>Opportunities</div></div> <div>Potential improvements or enhancements to the experience</div>	Increase awareness interest, marketing on loan ,communications- awarness	Customer weights multiple offerings that could solve the problem	Respond to customer inquiries and concerns in a timely manner to improve experiences	Reward long-term loyalty to keep your customer wanting more

TIP  
Click on the + outside the border of the table to add additional rows and columns.

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