

# Customer journey map

## AI-based discourse for Banking Industry


Team ID : PNT2022TMID50438



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>  | <div>Sigup</div>   | <div>Signin</div>   | <div>Querying</div>   | <div>Respond</div>  |
| <div><div>2</div><div>Steps</div></div> <div>Detailed actions your user has to perform</div>   | <div>Give your chatbot a purpose</div> <div>Decide where you want it to appear</div>   | <div>Choose the chatbot platform</div> <div>Design the chatbot conversation in a chatbot editor</div> | <div>Test your chatbot</div> <div>Train your chatbots</div>   | <div>Collect feedback from users</div> <div>Monitor chatbot analytics to improve it</div> |
| <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>Get immediate response from chatbot</div> <div>Personalized response</div> <div>24*7*365 hours service</div>                                | <div>Stores data</div> <div>Multilingual support</div> <div>Cost saving</div>                         | <div>Provides live chat feature</div> <div>Automated tracking</div> <div>Easy ticket creation</div> |   |
|  | <div>Privacy and security issues</div> <div>Sometimes not satisfied with chatbot response</div> <div>Network traffic may occur</div>             | <div>one trick prony</div>  | <div>Customers can get stuck in a loop</div>  | <div>Network traffic may occur</div>  |
| <div><div>4</div><div>Pain points</div></div> <div>Problems your user runs into</div>  | <div>Not suitable for long conversation with chatbot</div> <div>Fail to resolve primary issues</div> <div>Lack of understanding of content</div> | <div>Lack of understanding of content</div>   |   |   |
| <div><div>5</div><div>Opportunities</div></div> <div>Potential improvements or enhancements to the experience</div>  | <div>HR Assistant</div> <div>Social Media channe assistant</div> <div>Workflow assistant</div>   | <div>Financial Analyst Assistant</div> <div>Market intelligence agent</div>                           | <div>Scheduling Assistant</div>   |   |