

PROJECT TITLE	AI BASED DISCOURSE FOR BANKING INDUSTRY
TEAM ID	PNT2022TMID04270

## SCENARIO

AI BASED DISCOURSE  
FOR BANKING INDUSTRY

### Steps

What does the person (or group) typically experience?

### Interaction

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?

### Goals & motivations

At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")

### Positive moments

What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?

### Negative moments

What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?

## Entice

How does someone initially become aware of this process?

Install other bank apps	Create or login using Security Pin	Search the option for payment	Browse methods for Transaction
Verify OTP	A customer navigates to payment history to check debited amount		

In real time they contact officers in bank	Approach senior staff for getting form	Fill the forms and submit to the staff
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Or they get Chailan for filling the details	Other forms like DD and NEFT is also possible	Finally our cash will be Deposited or withdrawn by manager
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Help me to register a new bank account	Help me have more Information about Bank	Need customer support to solve issue	Help me see what they have to offer	Help me understand what this bank do for Loan and other Insurance
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Get Quick Responses	Timely Support and responses from bank
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Server down and less response	Misue use of bank details
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## Enter

What do people experience as they begin the process?

Start Opening a new account	Login or Register using id	Give personal and details and submit documents	Transfer amount to particular Person	Email reminder
Get OTP Confirmation	Send Payment Caption(Optional)	Payment done		

Join using App or website	Easier action and interactivity	Browse option to pay amount
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Help me commit to using this app	Help me to know all service providence by the bank
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Getting excited for Opening new account	Faster access
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Need more security for users
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## Engage

In the core moments in the process, what happens?

Successfuly login using PIN	Browse all the options	Know all the service providance
Check the minimum balance	Make Trial Payments	Experience Whole App.

Direct interaction with the bank staff	Call Manager for higher issues or action
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Help me commit to using this app
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Good Flow in process	Faster access
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Need more interactive tool
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## Exit

What do people typically experience as the process finishes?

After Payment Done	Check the payment history	Close the Application
Exit the Application		

Confirm your doubts	Clarify by contacting through email
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## Extend

What happens after the experience is over?

PAYMENT history and details will display	Personalized recommendations	Personalized Service offers	Help through contact support
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Completed experiences section of the profile on the website, iOS app, or Android app	Recommendations span across website, iOS app, or Android app	Customer's email (software like Outlook or website like Gmail)	Post-purchase screens website, iOS app, or Android app
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Help me see what I've done before	Help me see what I could be doing next	Help me see ways to enhance my new account opening
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