





Customer Journey Map

SMART LENDER - APPLICANT CREDIBILITY PREDICTION FOR LOAN APPROVAL

	AWARENESS	CONSIDERATION	CREDIBILITY	ADVOCACY
OBJECTIVES	Searching for loan for their requirement	Browsing through the banks and their loan schemes	Loan Approval Prediction	Recommending the smart lender to families and friends
NEEDS	Proper details for loan availability	Avoid inaccurate load prediction	Lender can have multiple preferences	Choose Legal Assets for Loan Approval
FEELINGS				
ACTIONS	Check for eligibility criteria	Search for trusted applicant	Find the details of the Applicant	Explore the Web Application

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