

# Project Designing Phase-2– Customer Journey

Date	19 September 2022
Team ID	PNT2022TMID27812
Project Name	Smart Lender-Application Credibility Prediction for loan Approval
Maximum Marks	4 Marks

### Customer experience journey map

Use this framework to better understand customer needs, motivations, and obstacles by illustrating a key scenario or process from start to finish. When possible, use this map to document and summarize interviews and observations with real people rather than relying on your hunches or assumptions.

Created in partnership with

Product School

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Project title-Smart Lender-Applicant Credibility Prediction for Loan approval

Project Design Phase II-Customer Journey map

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<b>Entice</b> <small>How does customer initially become aware of the product?</small>	<b>Enter</b> <small>What do people experience as they begin the process?</small>	<b>Engage</b> <small>In the user journey, to the process, what happens?</small>	<b>Exit</b> <small>What do people typically experience at the process' finish?</small>	<b>Extend</b> <small>What happens after the experience is over?</small>
<b>Steps</b> <small>What does the person (or group) typically experience?</small>	<b>Research</b> <small>How did you find out about this product?</small> <b>Engagement</b> <small>How did you get involved with this product?</small>	<b>Research</b> <small>How did you find out about this product?</small> <b>Engagement</b> <small>How did you get involved with this product?</small>	<b>Research</b> <small>How did you find out about this product?</small> <b>Engagement</b> <small>How did you get involved with this product?</small>	<b>Research</b> <small>How did you find out about this product?</small> <b>Engagement</b> <small>How did you get involved with this product?</small>
<b>Interactions</b> <small>What interactions do they have at each step along the way?</small> <small>* People: Who do they see or talk to?</small> <small>* Places: Where are they?</small> <small>* Things: What digital touchpoints or physical objects would they use?</small>	<b>Research</b> <small>How did you find out about this product?</small> <b>Engagement</b> <small>How did you get involved with this product?</small>	<b>Research</b> <small>How did you find out about this product?</small> <b>Engagement</b> <small>How did you get involved with this product?</small>	<b>Research</b> <small>How did you find out about this product?</small> <b>Engagement</b> <small>How did you get involved with this product?</small>	<b>Research</b> <small>How did you find out about this product?</small> <b>Engagement</b> <small>How did you get involved with this product?</small>
<b>Goals &amp; motivations</b> <small>At each step, what is a person's primary goal or motivation? ("They are..." or "They are not...")</small>	<b>Research</b> <small>How did you find out about this product?</small> <b>Engagement</b> <small>How did you get involved with this product?</small>	<b>Research</b> <small>How did you find out about this product?</small> <b>Engagement</b> <small>How did you get involved with this product?</small>	<b>Research</b> <small>How did you find out about this product?</small> <b>Engagement</b> <small>How did you get involved with this product?</small>	<b>Research</b> <small>How did you find out about this product?</small> <b>Engagement</b> <small>How did you get involved with this product?</small>
<b>Positive moments</b> <small>What steps does a typical person find enjoyable, productive, fun, meaningful, delightful, or rewarding?</small>	<b>Research</b> <small>How did you find out about this product?</small> <b>Engagement</b> <small>How did you get involved with this product?</small>	<b>Research</b> <small>How did you find out about this product?</small> <b>Engagement</b> <small>How did you get involved with this product?</small>	<b>Research</b> <small>How did you find out about this product?</small> <b>Engagement</b> <small>How did you get involved with this product?</small>	<b>Research</b> <small>How did you find out about this product?</small> <b>Engagement</b> <small>How did you get involved with this product?</small>
<b>Negative moments</b> <small>What steps does a typical person find frustrating, confusing, annoying, empty, or time-consuming?</small>	<b>Research</b> <small>How did you find out about this product?</small> <b>Engagement</b> <small>How did you get involved with this product?</small>	<b>Research</b> <small>How did you find out about this product?</small> <b>Engagement</b> <small>How did you get involved with this product?</small>	<b>Research</b> <small>How did you find out about this product?</small> <b>Engagement</b> <small>How did you get involved with this product?</small>	<b>Research</b> <small>How did you find out about this product?</small> <b>Engagement</b> <small>How did you get involved with this product?</small>
<b>Areas of opportunity</b> <small>How might we make each step better? What ideas do we have? What have others suggested?</small>	<b>Research</b> <small>How did you find out about this product?</small> <b>Engagement</b> <small>How did you get involved with this product?</small>	<b>Research</b> <small>How did you find out about this product?</small> <b>Engagement</b> <small>How did you get involved with this product?</small>	<b>Research</b> <small>How did you find out about this product?</small> <b>Engagement</b> <small>How did you get involved with this product?</small>	<b>Research</b> <small>How did you find out about this product?</small> <b>Engagement</b> <small>How did you get involved with this product?</small>

