

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.

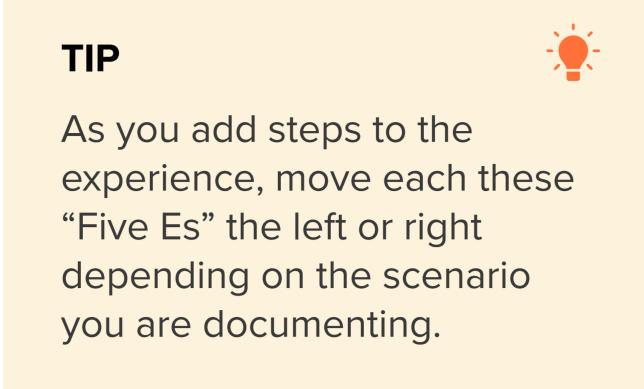
Product School





Document an existing experience

Narrow your focus to a specific scenario or process within an existing product or service. In the **Steps** row, document the step-by-step process someone typically experiences, then add detail to each of the other rows.



				you are documenting.	
Forcast the loan defaulters and approve loans for credible Brow: persons tendil loc	Entice How does someone initially become aware of this process?	Enter What do people experience as they begin the process?	Engage In the core moments in the process, what happens?	Exit What do people typically experience as the process finishes?	Extend What happens after the experience is over?
Steps What does the person (or group) typically experience?	Enter details of a person seeking loan Visit our website Gets to know if the borrower is credible or not The lenders are interested in knowing if the borrower has the ability to repay the loan or not by entering the details of the borrowers. The lender/ borrower navigates to the 'check credibility' section of the site. Get assisted by a bot in case of any difficulties. The customer is provided with the feedback of the credibility of the person of interest.	Start by selecting the type of loan Enter details of the borrower Check Credibility After selecting personal or educational loan which the borrower wishes to apply for, they click the EnterUserDetails button Enter details of the borrower They now fill the details that are asked in the site. A chatbot integrated to the site can provide information about the fields where the user might need assistance. They are now presented if the person has ability to repay loan or not. If the possibility of loan approval is false, then the maximum approval amount is displayed for the user based on his income.	Visit our site and enter user details They visit the site and enter the fields presented to them. Check possibility of loan approval The user can now know if he is eligible for loan and if not he can know the maximum loan amount he might get.	Lend money Maximum amount to borrow If the person is credible, then the lender decides to lend money The user can know the maximum amount he can borrow.	Suggest maximum amount of loan a person can get based on his income.
Interactions 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?	Lenders might get knowledge about the borrower by getting the borrower's details. The website users might interact with the bot to get to know about unknown details. The site users can know the possibility of loan approval based on results.	The website users might interact with the bot to get to know about unknown details. Lenders know if the borrower is credible enough Borrowers can get to know the maximum amount that can borrow at any point in time based on their income.	The user starts filling the required details. Get to know if they are eligible for loan or not.	The lender decides to lend based on the prediction but not always the case. The user can get to know about maximum amount he can borrow under each of the loans.	The site users can know the maximum amount they can apply loan for.
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me" or "Help me avoid")	Help me verify if the borrower has the ability to repay the loan or not. Help me know the maximum amount that I can borrow based on my current income.	Help me with friendly experience to select the type of loan. Help me fill in the details asked in the site correctly. Help me know if the person can be trusted with my money or not. Help me know the maximum amount that I can borrow based on my current income.	Help me fill the details of the borrower and hint me details of the fields when asked. Help me know if the person can be trusted with my money or not. Help me know the maximum amount that I can borrow based on my current income.	Help me know if the person can be trusted with my money or not. Help me know the maximum amount that I can borrow based on my current income.	Help me know the maximum amount that I can borrow based on my current income.
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	The bot that's integrated to the website helps them in having a delightful user experience. The person can check the possibilty of loan approval	Non-distracting UI with options displaying the type of the loan the user needs. Fill in the necessary details asked. Fill in the necessary details asked. The results are provided to the lender and he decides to lend money or not. An integrated bot to make sure that a common man can use the site without any troubles.	Fill in the necessary details asked. The results are provided to the lender and he decides to lend money or not. An integrated bot to make sure that a common man can use the site without any troubles.	The results are provided to the lender and he decides to lend money or not.	
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	The lender might enter incorrect details that might lead to adverse results. The borrower might provide incorrect information. The lender express a bit of fear of commitment at this point		incorrect information about the borrower. Fear of fraud.		
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	Can we have a fixed input type for each fields Co Could the bot be built such that it would any any type of query re related to the fields?		Can the bot be made robust in terms of answering queries?		