

# Project Design Phase-II

## Customer Journey Map

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Project Name	AI Based Discourse for Banking Industry

### 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.

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## PROJECT DESIGN PHASE-II

## CUSTOMER JOURNEY MAP

**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 core rows.

STAGE 0 Beginning, seeking, thinking, and doing a loan city tour	Entice How does someone find you, where there other secrets?	Enter What happens upon entering the app or website?	Engage If there's a process in the process, what happens?	Exit What happens quickly someone is no longer there?	Extend What happens after the experience is over?
<b>Steps</b> What does the user do upon applying for a loan? <div> <div>Step 1: User enters the app</div> <div>Step 2: User enters the app</div> <div>Step 3: User enters the app</div> <div>Step 4: User enters the app</div> </div>	<div>Step 1: User enters the app</div> <div>Step 2: User enters the app</div> <div>Step 3: User enters the app</div> <div>Step 4: User enters the app</div>	<div>Step 1: User enters the app</div> <div>Step 2: User enters the app</div> <div>Step 3: User enters the app</div> <div>Step 4: User enters the app</div>	<div>Step 1: User enters the app</div> <div>Step 2: User enters the app</div> <div>Step 3: User enters the app</div> <div>Step 4: User enters the app</div>	<div>Step 1: User enters the app</div> <div>Step 2: User enters the app</div> <div>Step 3: User enters the app</div> <div>Step 4: User enters the app</div>	<div>Step 1: User enters the app</div> <div>Step 2: User enters the app</div> <div>Step 3: User enters the app</div> <div>Step 4: User enters the app</div>
<b>Interactions</b> What happens when they have a customer chat? <ul style="list-style-type: none"> <li>People often have a chat</li> <li>People often have a chat</li> <li>People often have a chat</li> </ul>	<div>Step 1: User enters the app</div> <div>Step 2: User enters the app</div> <div>Step 3: User enters the app</div> <div>Step 4: User enters the app</div>	<div>Step 1: User enters the app</div> <div>Step 2: User enters the app</div> <div>Step 3: User enters the app</div> <div>Step 4: User enters the app</div>	<div>Step 1: User enters the app</div> <div>Step 2: User enters the app</div> <div>Step 3: User enters the app</div> <div>Step 4: User enters the app</div>	<div>Step 1: User enters the app</div> <div>Step 2: User enters the app</div> <div>Step 3: User enters the app</div> <div>Step 4: User enters the app</div>	<div>Step 1: User enters the app</div> <div>Step 2: User enters the app</div> <div>Step 3: User enters the app</div> <div>Step 4: User enters the app</div>
<b>Goals &amp; motivations</b> What are the goals and motivations for the user? <ul style="list-style-type: none"> <li>People often have a chat</li> <li>People often have a chat</li> <li>People often have a chat</li> </ul>	<div>Step 1: User enters the app</div> <div>Step 2: User enters the app</div> <div>Step 3: User enters the app</div> <div>Step 4: User enters the app</div>	<div>Step 1: User enters the app</div> <div>Step 2: User enters the app</div> <div>Step 3: User enters the app</div> <div>Step 4: User enters the app</div>	<div>Step 1: User enters the app</div> <div>Step 2: User enters the app</div> <div>Step 3: User enters the app</div> <div>Step 4: User enters the app</div>	<div>Step 1: User enters the app</div> <div>Step 2: User enters the app</div> <div>Step 3: User enters the app</div> <div>Step 4: User enters the app</div>	<div>Step 1: User enters the app</div> <div>Step 2: User enters the app</div> <div>Step 3: User enters the app</div> <div>Step 4: User enters the app</div>
<b>Positive moments</b> What happens when they have a positive moment? <ul style="list-style-type: none"> <li>People often have a chat</li> <li>People often have a chat</li> <li>People often have a chat</li> </ul>	<div>Step 1: User enters the app</div> <div>Step 2: User enters the app</div> <div>Step 3: User enters the app</div> <div>Step 4: User enters the app</div>	<div>Step 1: User enters the app</div> <div>Step 2: User enters the app</div> <div>Step 3: User enters the app</div> <div>Step 4: User enters the app</div>	<div>Step 1: User enters the app</div> <div>Step 2: User enters the app</div> <div>Step 3: User enters the app</div> <div>Step 4: User enters the app</div>	<div>Step 1: User enters the app</div> <div>Step 2: User enters the app</div> <div>Step 3: User enters the app</div> <div>Step 4: User enters the app</div>	<div>Step 1: User enters the app</div> <div>Step 2: User enters the app</div> <div>Step 3: User enters the app</div> <div>Step 4: User enters the app</div>
<b>Negative moments</b> What happens when they have a negative moment? <ul style="list-style-type: none"> <li>People often have a chat</li> <li>People often have a chat</li> <li>People often have a chat</li> </ul>	<div>Step 1: User enters the app</div> <div>Step 2: User enters the app</div> <div>Step 3: User enters the app</div> <div>Step 4: User enters the app</div>	<div>Step 1: User enters the app</div> <div>Step 2: User enters the app</div> <div>Step 3: User enters the app</div> <div>Step 4: User enters the app</div>	<div>Step 1: User enters the app</div> <div>Step 2: User enters the app</div> <div>Step 3: User enters the app</div> <div>Step 4: User enters the app</div>	<div>Step 1: User enters the app</div> <div>Step 2: User enters the app</div> <div>Step 3: User enters the app</div> <div>Step 4: User enters the app</div>	<div>Step 1: User enters the app</div> <div>Step 2: User enters the app</div> <div>Step 3: User enters the app</div> <div>Step 4: User enters the app</div>
<b>Areas of opportunity</b> What happens when they have an area of opportunity? <ul style="list-style-type: none"> <li>People often have a chat</li> <li>People often have a chat</li> <li>People often have a chat</li> </ul>	<div>Step 1: User enters the app</div> <div>Step 2: User enters the app</div> <div>Step 3: User enters the app</div> <div>Step 4: User enters the app</div>	<div>Step 1: User enters the app</div> <div>Step 2: User enters the app</div> <div>Step 3: User enters the app</div> <div>Step 4: User enters the app</div>	<div>Step 1: User enters the app</div> <div>Step 2: User enters the app</div> <div>Step 3: User enters the app</div> <div>Step 4: User enters the app</div>	<div>Step 1: User enters the app</div> <div>Step 2: User enters the app</div> <div>Step 3: User enters the app</div> <div>Step 4: User enters the app</div>	<div>Step 1: User enters the app</div> <div>Step 2: User enters the app</div> <div>Step 3: User enters the app</div> <div>Step 4: User enters the app</div>



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