Project title-Smart Lender-Applicant Credibility Prediction

for Loan approval

Project Design Phase II-Customer Journey Map

Document submission

Customer submits critical information necessary for banking team

Team id-PNT2022TMID00843



Exit

What do people

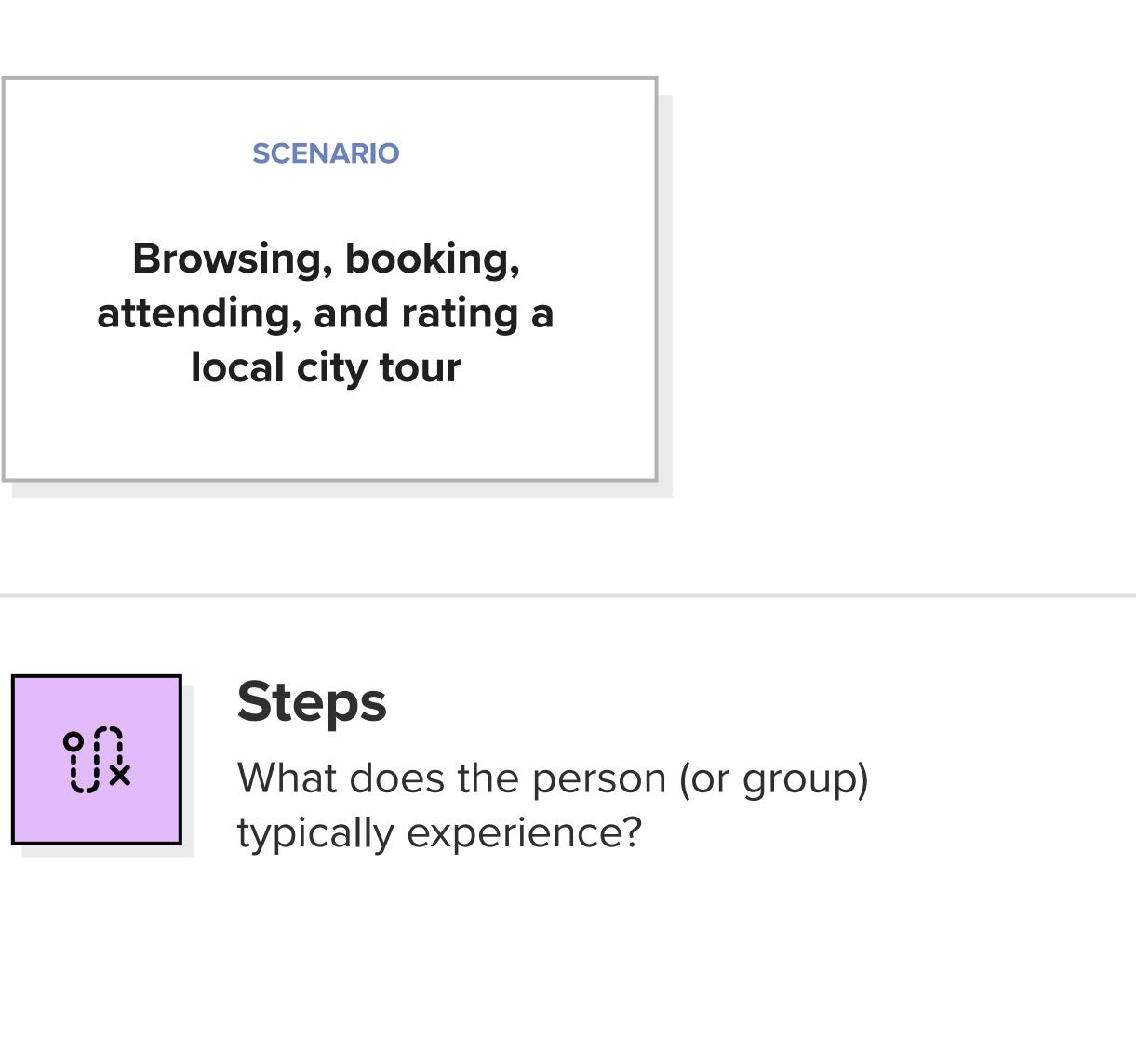
typically experience

as the process finishes?

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.





Interactions

each step along the way?

What interactions do they have at

Places: Where are they?

Goals & motivations

("Help me..." or "Help me avoid...")

find enjoyable, productive, fun,

motivating, delightful, or exciting?

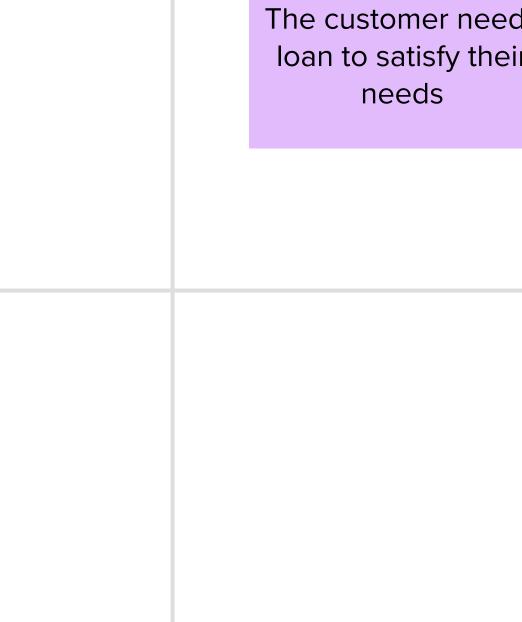
find frustrating, confusing, angering,

What have others suggested?

People: Who do they see or talk to?

Things: What digital touchpoints or

physical objects would they use?



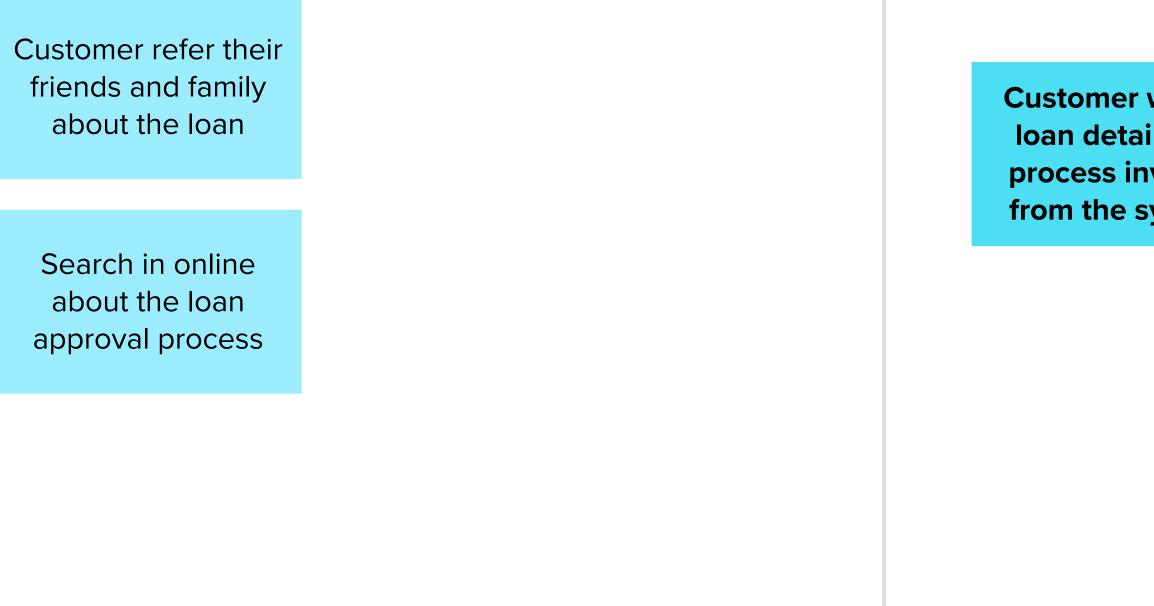
Entice

of this process?

How does someone

initially become aware

customer reaches out the traditional online channels to know about the process



Enter

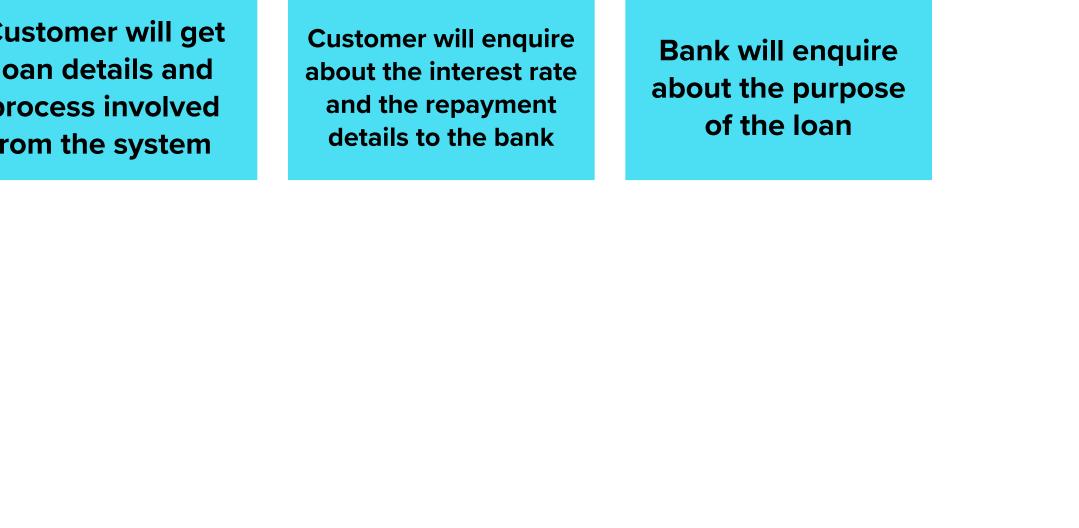
What do people

Knowing the procedure

customer can know about the procedure and process of applying loan

experience as they

begin the process?



Minimizing the risk Secure data storage

customer will register with their details and

login using their username and

password



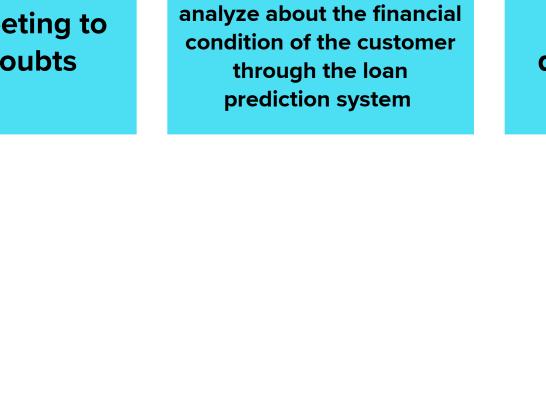
Engage

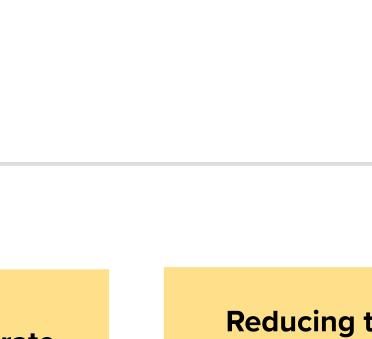
happens?

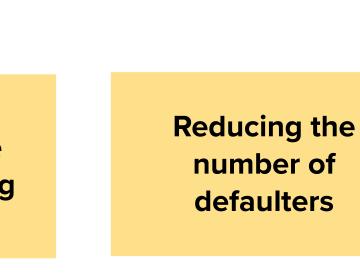
Borrower qualification information and their other details is collected digitally

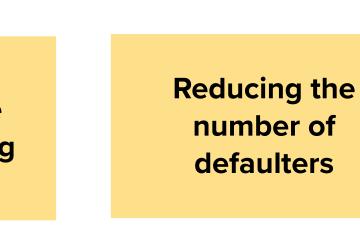
In the core moments

in the process, what





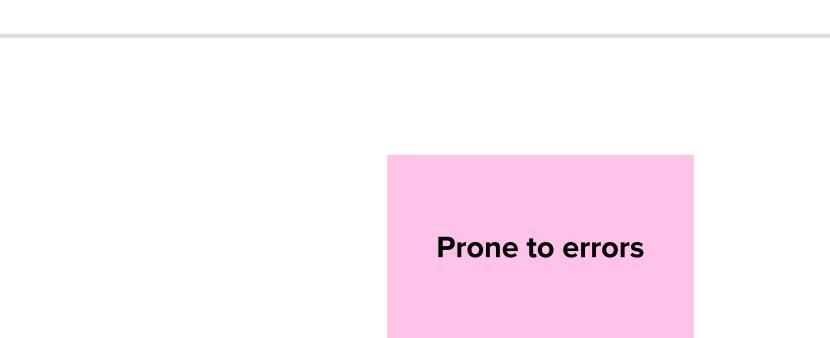




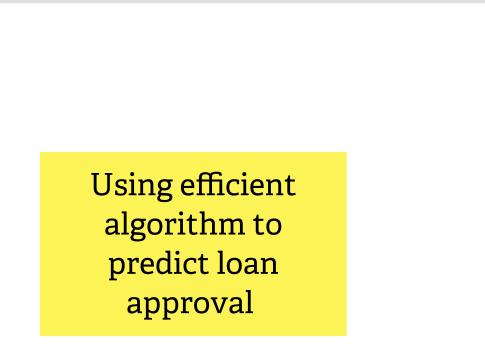


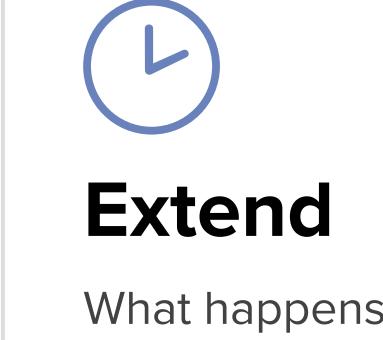
Customer agree to the terms and conditions of the bank

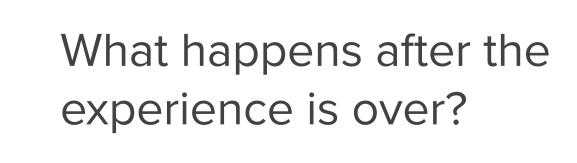




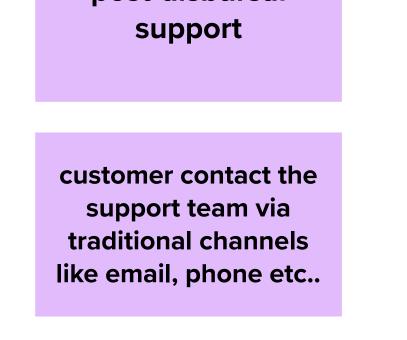


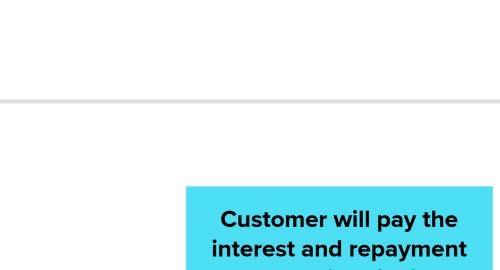




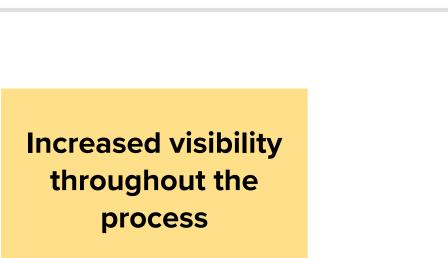


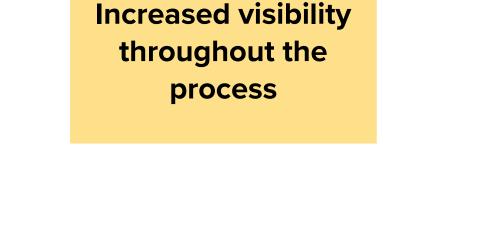














Enabling staff to focus on high value action











