

Project Designing Phase-2– Customer Journey

Date	19 September 2022
Team ID	PNT2022TMID27580
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.

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

Project Design Phase II-Customer Journey map

Team id-PNT2022TMID27812

Research, looking, attending, and using a technology tool	Entice How does customer initially become aware of the product?	Enter What do people experience as they begin the process?	Engage In the user journey, so the process, what happens?	Exit What do people typically experience at the process finished?	Extend What happens after the experience is over?
Steps What does the person (or group) typically experience?	Research How does customer initially become aware of the product? How does customer initially become aware of the product? How does customer initially become aware of the product?	Research How does customer initially become aware of the product? How does customer initially become aware of the product? How does customer initially become aware of the product?	Research How does customer initially become aware of the product? How does customer initially become aware of the product? How does customer initially become aware of the product?	Research How does customer initially become aware of the product? How does customer initially become aware of the product? How does customer initially become aware of the product?	Research How does customer initially become aware of the product? How does customer initially become aware of the product? How does customer initially become aware of the product?
Interactions What interactions do they have at each step along the way? * Possible: Who do they see or talk to? * Places: Where are they? * Things: What digital touchpoints or physical objects would they use?	Research How does customer initially become aware of the product? How does customer initially become aware of the product? How does customer initially become aware of the product?	Research How does customer initially become aware of the product? How does customer initially become aware of the product? How does customer initially become aware of the product?	Research How does customer initially become aware of the product? How does customer initially become aware of the product? How does customer initially become aware of the product?	Research How does customer initially become aware of the product? How does customer initially become aware of the product? How does customer initially become aware of the product?	Research How does customer initially become aware of the product? How does customer initially become aware of the product? How does customer initially become aware of the product?
Goals & motivations At each step, what is a person's primary goal or motivation? ("They are..." or "They are not...")	Research How does customer initially become aware of the product? How does customer initially become aware of the product? How does customer initially become aware of the product?	Research How does customer initially become aware of the product? How does customer initially become aware of the product? How does customer initially become aware of the product?	Research How does customer initially become aware of the product? How does customer initially become aware of the product? How does customer initially become aware of the product?	Research How does customer initially become aware of the product? How does customer initially become aware of the product? How does customer initially become aware of the product?	Research How does customer initially become aware of the product? How does customer initially become aware of the product? How does customer initially become aware of the product?
Positive moments What steps does a typical person find enjoyable, productive, fun, meaningful, delightful, or rewarding?	Research How does customer initially become aware of the product? How does customer initially become aware of the product? How does customer initially become aware of the product?	Research How does customer initially become aware of the product? How does customer initially become aware of the product? How does customer initially become aware of the product?	Research How does customer initially become aware of the product? How does customer initially become aware of the product? How does customer initially become aware of the product?	Research How does customer initially become aware of the product? How does customer initially become aware of the product? How does customer initially become aware of the product?	Research How does customer initially become aware of the product? How does customer initially become aware of the product? How does customer initially become aware of the product?
Negative moments What steps does a typical person find frustrating, confusing, annoying, empty, or time-consuming?	Research How does customer initially become aware of the product? How does customer initially become aware of the product? How does customer initially become aware of the product?	Research How does customer initially become aware of the product? How does customer initially become aware of the product? How does customer initially become aware of the product?	Research How does customer initially become aware of the product? How does customer initially become aware of the product? How does customer initially become aware of the product?	Research How does customer initially become aware of the product? How does customer initially become aware of the product? How does customer initially become aware of the product?	Research How does customer initially become aware of the product? How does customer initially become aware of the product? How does customer initially become aware of the product?
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	Research How does customer initially become aware of the product? How does customer initially become aware of the product? How does customer initially become aware of the product?	Research How does customer initially become aware of the product? How does customer initially become aware of the product? How does customer initially become aware of the product?	Research How does customer initially become aware of the product? How does customer initially become aware of the product? How does customer initially become aware of the product?	Research How does customer initially become aware of the product? How does customer initially become aware of the product? How does customer initially become aware of the product?	Research How does customer initially become aware of the product? How does customer initially become aware of the product? How does customer initially become aware of the product?

