

Project Design Phase-II

Customer Journey Map

Date	8 October 2022
Team ID	PNT2022TMID00678
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

SCENARIO Borrowing, seeking, choosing, and using a loan day after	Entice How can someone be enticed to use this service?	Enter What can people expect to try again if it fails?	Engage What can someone do to get their support?	Exit What can people do to get the service to be used in the future?	Extend What can people do to get the service to be used in the future?
<p>Steps What are the steps in the process?</p> <p>Challenges What are the challenges in the process?</p> <p>Obstacles What are the obstacles in the process?</p> <p>Goals What are the goals in the process?</p> <p>Interactions What are the interactions in the process?</p> <p>Goals & motivations What are the goals & motivations in the process?</p> <p>Positive moments What are the positive moments in the process?</p> <p>Negative moments What are the negative moments in the process?</p> <p>Areas of opportunity What are the areas of opportunity in the process?</p>	<p>Entice How can someone be enticed to use this service?</p> <p>Enter What can people expect to try again if it fails?</p> <p>Engage What can someone do to get their support?</p> <p>Exit What can people do to get the service to be used in the future?</p> <p>Extend What can people do to get the service to be used in the future?</p>	<p>Entice How can someone be enticed to use this service?</p> <p>Enter What can people expect to try again if it fails?</p> <p>Engage What can someone do to get their support?</p> <p>Exit What can people do to get the service to be used in the future?</p> <p>Extend What can people do to get the service to be used in the future?</p>	<p>Entice How can someone be enticed to use this service?</p> <p>Enter What can people expect to try again if it fails?</p> <p>Engage What can someone do to get their support?</p> <p>Exit What can people do to get the service to be used in the future?</p> <p>Extend What can people do to get the service to be used in the future?</p>	<p>Entice How can someone be enticed to use this service?</p> <p>Enter What can people expect to try again if it fails?</p> <p>Engage What can someone do to get their support?</p> <p>Exit What can people do to get the service to be used in the future?</p> <p>Extend What can people do to get the service to be used in the future?</p>	<p>Entice How can someone be enticed to use this service?</p> <p>Enter What can people expect to try again if it fails?</p> <p>Engage What can someone do to get their support?</p> <p>Exit What can people do to get the service to be used in the future?</p> <p>Extend What can people do to get the service to be used in the future?</p>