

Project Design Phase-II

Customer/User Journey Map

Date	08 October 2022
Team ID	PNT2022TMID30218
Project Name	Smart Lender- Applicant credibility prediction
Maximum marks	

Customer Journey Map :

Journey Steps Which step of the experience are you describing?	Discovery Why do they even start the journey?	Onboarding and First Use How can they feel successful?	Sharing Why would they invite others?
Actions What does the customer do? What information do they look for? What is their context?	Check for the eligibility criteria	Search for trusted applicant Explore the web application Find the details of the applicant	Easy to use Chat with manager Accurate prediction
Needs and Pains What does the customer want to achieve or avoid? <i>Tip: Reduce ambiguity, e.g. by using the first person narrator.</i>	To avoid inaccurate loan prediction Lender can have multiple preference	Provides with accurate prediction Help lenders to choose legal assets Lender can save time and avoid tensity	Proper details can be provide Lender can search for alternate applicant
Touchpoint What part of the service do they interact with?	Search and find applicant based on cibil score	List of applicant Helps in predicting applicant	Based on applicant Referred by colleagues
Customer Feeling What is the customer feeling? <i>Tip: Use the emoji app to express more emotions</i>	😬	😞	😄
Backstage			
Opportunities What could we improve or introduce?	More accurate	Give them option	Avoid illegal information
Process ownership Who is in the lead on this?	Lender	Lender	Lender and applicant