

# Project Design Phase-II

## Customer Journey Map

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Team ID	PNT2022TMID46604
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 do to get started?	Engage How can someone be engaged to use this service?	Exit What can people do to get started?	Extend What can people do to get started?
<p><b>Steps</b> What are the steps in the process?</p> <p><b>Interactions</b> What are the interactions between the customer and the service?</p> <p><b>Goals &amp; motivations</b> What are the goals and motivations of the customer?</p> <p><b>Positive moments</b> What are the positive moments in the customer's journey?</p> <p><b>Negative moments</b> What are the negative moments in the customer's journey?</p> <p><b>Areas of opportunity</b> What are the areas of opportunity for the service?</p>	<p><b>Entice</b></p> <p><b>Enter</b></p> <p><b>Engage</b></p> <p><b>Exit</b></p> <p><b>Extend</b></p>	<p><b>Enter</b></p> <p><b>Engage</b></p> <p><b>Exit</b></p> <p><b>Extend</b></p>	<p><b>Engage</b></p> <p><b>Exit</b></p> <p><b>Extend</b></p>	<p><b>Exit</b></p> <p><b>Extend</b></p>	<p><b>Extend</b></p>