


Project Designing Phase-2– Customer Journey

Date	03 November 2022
Team ID	PNT2022TMID24683
Project Name	Smart Lender-Application Credibility Prediction for loan Approval
Maximum Marks	4 Marks

Template



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.

Source: [Product School](#)

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

Project Design Phase II-Customer Journey map

Team id- PNT2022TMID24683

	<p>Entrice</p> <p>How does customer initially become aware of this product?</p>	<p>Enter</p> <p>What does people experience as they begin the process?</p>	<p>Engage</p> <p>In the core moment in the process, what happens?</p>	<p>Exit</p> <p>What does people typically experience as the process finished?</p>	<p>Extend</p> <p>What happens after the experience is over?</p>
<p>Steps</p> <p>What steps does the person (or group) typically experience?</p>	<p>Initiation</p> <p>How does customer initially become aware of this product?</p>	<p>Registration</p> <p>How does customer experience as they begin the process?</p>	<p>Onboarding</p> <p>How does customer experience as they begin the process?</p>	<p>Completion</p> <p>How does customer experience as the process finished?</p>	<p>Post-experience</p> <p>What happens after the experience is over?</p>
<p>Interactions</p> <p>What interactions do they have at each step along the way?</p> <p> * People: Who do they see or talk to? * Places: Where are they? * Things: What digital touchpoints or physical objects would they use? </p>	<p>Initiation: How does customer initially become aware of this product?</p>	<p>Registration: How does customer experience as they begin the process?</p>	<p>Onboarding: How does customer experience as they begin the process?</p>	<p>Completion: How does customer experience as the process finished?</p>	<p>Post-experience: What happens after the experience is over?</p>
<p>Goals & motivations</p> <p>At each step, what is a customer's primary goal or motivation? ("Help me..." or "I want to avoid...")</p>	<p>Initiation: How does customer initially become aware of this product?</p>	<p>Registration: How does customer experience as they begin the process?</p>	<p>Onboarding: How does customer experience as they begin the process?</p>	<p>Completion: How does customer experience as the process finished?</p>	<p>Post-experience: What happens after the experience is over?</p>
<p>Positive moments</p> <p>What does a customer experience that is positive, enjoyable, fun, meaningful, or exciting?</p>	<p>Initiation: How does customer initially become aware of this product?</p>	<p>Registration: How does customer experience as they begin the process?</p>	<p>Onboarding: How does customer experience as they begin the process?</p>	<p>Completion: How does customer experience as the process finished?</p>	<p>Post-experience: What happens after the experience is over?</p>
<p>Negative moments</p> <p>What does a customer experience that is frustrating, confusing, annoying, costly, or time-consuming?</p>	<p>Initiation: How does customer initially become aware of this product?</p>	<p>Registration: How does customer experience as they begin the process?</p>	<p>Onboarding: How does customer experience as they begin the process?</p>	<p>Completion: How does customer experience as the process finished?</p>	<p>Post-experience: What happens after the experience is over?</p>
<p>Areas of opportunity</p> <p>How might we make each step better? What ideas do we have? What have others suggested?</p>	<p>Initiation: How does customer initially become aware of this product?</p>	<p>Registration: How does customer experience as they begin the process?</p>	<p>Onboarding: How does customer experience as they begin the process?</p>	<p>Completion: How does customer experience as the process finished?</p>	<p>Post-experience: What happens after the experience is over?</p>