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

Project Design Phase II-Customer Journey map

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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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Product School

SCENARIO Browsing, booking, attending, and rating a local city tour Steps
What doe What does the person (or group) typically experience? The customer needs Interactions What interactions do they have at each step along the way? People: Who do they see or talk to? Places: Where are they? Things: What digital touchpoints or physical objects would they use? **Goals & motivations** At each step, what is a person's ("Help me..." or "Help me avoid...")

Entice How does someone initially become aware of this process?

Customer refer their friends and family about the loan

begin the process? Knowing the procedure customer can know about the procedure and process of applying loan customer reaches out the traditional online channels to know about the process

Enter

What do people

experience as they

customer will register with their details and login using their username and password

Minimizing the risk Secure data storage

Engage

happens?

Borrower qualification information and their other details is collected digitally

In the core moments

in the process, what

Document submission

Customer submits critical information necessary for banking team

Customer agree to the terms and conditions of the bank

Exit

What do people

typically experience

as the process finishes?

Enabling staff to focus on high value action

Increased visibility throughout the process

Extend

What happens after the

experience is over?

customer contact the support team via traditional channels like email, phone etc..

find enjoyable, productive, fun, motivating, delightful, or exciting?

find frustrating, confusing, angering,

What have others suggested?

The following section of the website (CS) app.

If a feed of app or Andread app o

