Story Mapping Assignment

**User Journey**

1. **Sign Up for Remote Deposit Capture**
   * Customers decide to use Blue Bank's remote deposit capture (RDC) service to deposit checks digitally.
   * They create a remote capture account through the Blue Bank app or website.
2. **Preparation**
   * Customers download the Blue Bank mobile app or install a browser plugin.
   * They set up the app or plugin to work with their smartphone or computer scanner.
3. **Deposit Process**
   * Users open the Blue Bank app or log in to the website.
   * They securely photograph both sides of the check.
   * Details such as the check amount and the account for depositing are entered.
   * The system verifies the check image against the entered details.
   * Customers confirm and deposit the e-check into their account.

**Implementation Steps**

1. **Project Kickoff**
   * Harold Johnson, project sponsor, initiates the project to improve customer convenience and retention.
   * The goal is to complete the project within 6 months with a budget of $500,000.
2. **Team Setup and Training**
   * Developers and testers prepare to build and test the new RDC system.
   * They lack experience in mobile development and agile practices.
3. **Technical Implementation**
   * Develop a mobile app compatible with iOS, Android, and Windows phones.
   * Create a browser plugin that works seamlessly across major browsers (IE, Firefox, Chrome, Safari).
   * Integrate the RDC system with Blue Bank's existing web portal for a smooth user experience.
4. **Testing and Quality Assurance**
   * Conduct rigorous testing to ensure the app and plugin are secure, reliable, and user-friendly.
   * Implement automated testing and continuous integration practices for efficiency.
5. **Customer Support and Education**
   * Provide comprehensive online guides and support for setting up and using RDC.
   * Offer 24/7 technical support through the website and phone to assist customers.
6. **Stakeholder Engagement**
   * Collaborate closely with Tricia, VP of Marketing, to ensure the service meets customer expectations.
   * Refine user requirements based on inputs from business stakeholders.

**Business Goals and Benefits**

* **Costs and Benefits**
  + Estimate operating costs of $150,000 annually for three years.
  + Projected benefits include $400,000 annually for three years, driven by improved customer satisfaction and retention.
* **Customer Adoption**
  + Plan strategies to educate and incentivize customers to adopt RDC for more efficient banking.

**Conclusion**

This story map outlines Blue Bank's strategy to implement remote deposit capture successfully. By focusing on user experience, technical excellence, stakeholder alignment, and business goals, Blue Bank aims to enhance customer service and competitiveness in the banking sector.