Maria Almeida Journey map

Smaply

Pre service | **Service** | **After Service**

MARIA ALMEIDA'S JOURNEY

| Talking to a friend, Maria re... | Maria sees an add for an electric... | After some calculations, Maria re... | Maria sees an advert on our ban... | Maria sees the loan details | Maria finds the bank loan payme... | Maria tries to log in but can no to... | Maria requests password recove... | Maria has some difficulties acce... | Maria managed to access her em... | Maria is faced with the need for ... | Maria realises that she has the o... | Assist Service explains to Maria ... | Maria called his accountant to se... | Maria receives the documents in... | The loan application is submitted... | A day later, Maria receives notifi... | The next day , Maria receives a n... | Maria clicks on the link in the me... | Maria attends the interview | Is told to Maria that it would be d... | Maria realises that the loan appli... | A day later, Maria receives notifi... | Loan was approved | Maria buys her eletric car | 6 month later , Maria gives feedb... |

MARIA ALMEIDA'S JOURNEY (detail)

- Talking to a friend, Maria realised how much money she was spending on her electrical car.
- Maria sees an add for an electric car on TV and thinks it is the solution for her
- After some calculations, Maria realises that, even though, she has no money at the moment, the money she was going to save would be enough for a loan.
- Maria sees an advert on our bank's facebook page and visits our website
- Maria sees the loan details
- Maria finds the bank loan payment that best suits her
- Maria tries to log in but can no longer remember her password
- Maria requests password recovery by email.
- Maria has some difficulties accessing her email due to wi-fi problems
- Maria managed to access her email
- Maria is faced with the need for facial recognition.
- Maria realises that she has the option of virtual support from a bank employee and decides to ask for the connection
- Assist Service explains to Maria that facial recognition is a security measure, and Maria does the facial recognition
- Maria called his accountant to send him the necessary files to accomplish her loan. The virtual assistant has been put on hold
- Maria receives the documents in the email, sent by the accountant, downloads them and submits them
- The loan application is submitted and the virtual assistant explains to Maria that she now has to wait for a reply
- A day later, Maria receives notification that all the documents sent were correct and that the loan is being processed
- The next day , Maria receives a notification that there is a need to go to the interview due to her financial condition, since the bank has some tips that can be crucial
- Maria clicks on the link in the message and is directed to the website and she booked the interview.
- Maria attends the interview
- Is told to Maria that it would be difficult to approve the loan request, and since the loan is for the purchase of a car, they suggest asking for a smaller loan and giving her car as a trade-in.
- Maria realises that the loan application can be smaller and decides to submit the new loan application at the meeting.
- A day later, Maria receives notification that all the documents sent were correct and that the loan is being approved.
- Loan was approved
- Maria buys her eletric car
- 6 month later , Maria gives feedback on the bank loan webpage

MARIA ALMEIDA'S STORYBOARD

Your request is being processed

Your request is being processed

APPROVED

EMOTIONAL JOURNEYS

DRAMATIC ARC

CHANNEL OVERVIEW

	Face To Face	Bank Website	Assist Service	Communication Channel

BACKSTAGE LANE

System Development Team
- Maria sees the bank's advertisement and visits the website. **System Development Team** develops and maintains the website.

Credit Official
- Maria reviews loan details. **Credit Official** prepares loan terms.

IT Team
- Maria tries to recover her password. **IT Team** manages authentication and password recovery system.
- Maria buys the car and gives feedback. **IT Team** ensures feedback system functionality.

Database Administrators
- Maria tries to recover her password. **Database Administrators** ensures security.

Credit Analyzer
- Loan credit analysis. **Credit Analyzer** interprets simulation results.
- Maria submits documents for the loan. **Credit Analyzer** analyzes submitted information.

Customer Support
- Maria submits documents for the loan. **Customer Support** assists Maria during document submission.
- Maria buys the car and gives feedback. **Customer Support** receives feedback.

AI Engineers
- Loan credit analysis. **AI Engineers** run simulations with AI.

Relationship manager
- In-person interview. **Relationship Manager** discusses options with Maria.