

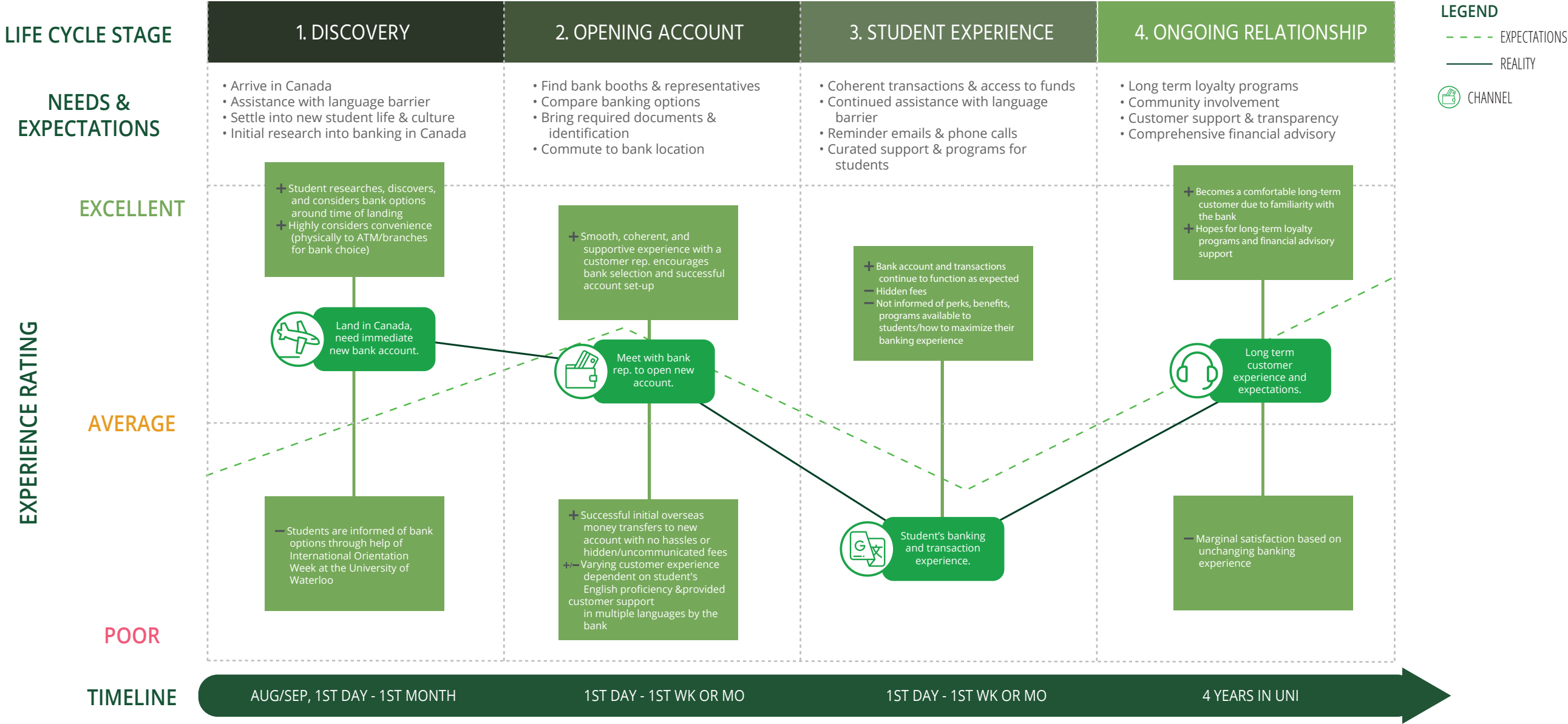


Customer Journey Map: Banking as an International Student

This Customer Journey Map describes the average and varying experiences of opening and using a new bank account for international students arriving to Canada for the first time.

TEAM
CXTRA

Jimmy Quach
Michelle Sin
Sharon Olorunniwo
Lea Clarin
Quinn Harder



Meet Jane.

Jane is a new incoming student to the University of Waterloo from Beijing, China. As a student arriving to Canada, one of her top concerns is to have a smooth, simple, and coherent experience opening up a Canadian bank account and transferring funds from her (or her parents) overseas bank account to her new account! As a newcomer to Canada with limited English proficiency, Jane is concerned about whether or not the set-up and first few overseas money transfers to her new account will work smoothly.

“As a newly onboarded customer with TD, I’m worried if whether or not I’ll be fully informed and knowledgeable of the fees, limits, perks and benefits affecting my account.”

Jane Du