



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.

Created in partnership with



Share template feedback

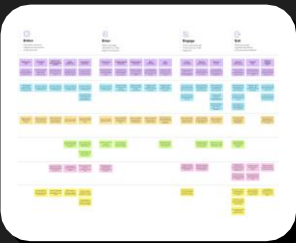


Need some

inspiration?

See a finished version of this template to kickstart your work.

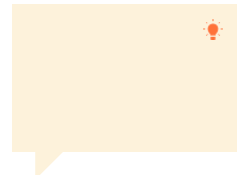
Open example












CUSTOMER JOURNEY MAP

TEAM ID : PNT2022TMID47228

MAXIMUM MARKS: 4 MARKS



<div>Enter details, Choose University , Report Generation ,Predicting the chances of Admission</div>	<div><div></div><div>Entice</div><div>How does someone initially become aware of this process?</div></div>	<div><div></div><div>Enter</div><div>What do people experience as they begin the process?</div></div>	<div><div></div><div>Engage</div><div>In the core moments in the process, what happens?</div></div>	<div><div></div><div>Exit</div><div>What do people typically experience as the process finishes?</div></div>	<div><div></div><div>Extend</div><div>What happens after the experience is over?</div></div>	
<div><div></div><div>Steps</div><div>What does the person (or group) typically experience?</div></div>	<div><div>Commercial and Recommendations</div><div>People learn about the eligibility predictor from both commercials and other people's recommendations</div></div> <div><div>Experts Assistance</div><div>Students receive references from professionals' advice as well</div></div> <div><div>Career Guidance</div><div>From career analyst also students will come to know about Eligibility Predictor</div></div>	<div><div>Register / Login</div><div>The student should login if they are a frequent user and register if they are a new user</div></div> <div><div>Update details</div><div>Students fill out their grades and academic history</div></div> <div><div>Choose University</div><div>Choose the University from the list that the website has provided</div></div>	<div><div>Evaluation</div><div>Evaluating the details entered by the student</div></div> <div><div>Prediction</div><div>Delivering the list of Universities and its affiliated colleges based on the evaluation input</div></div> <div><div>Choose the University</div><div>The University is chosen from the list that is displayed</div></div> <div><div>Choose the course</div><div>List of courses that the students are eligible to apply are displayed</div></div> <div><div>Admission Process</div><div>The student can move forward with the admission process if they choose to accept the proposal University or they can reject it</div></div> <div><div>Logout</div><div>After completing the admission process students leave the website</div></div> <div><div>Feedback</div><div>Feedback is gathered for the future enhancement of the application</div></div>			
<div><div></div><div>Interactions</div><div>What interactions do they have at each step along the way?</div><div><div>■ People: Who do they see or talk to?</div><div>■ Places: Where are they?</div><div>■ Things: What digital touch points or physical objects would they use?</div></div></div>	<div><div>They would have come across some Advertisements in the websites they visit often</div></div> <div><div>They may interact with the expert through physical mode or online mode</div></div> <div><div>Students will come to know about career guidance programs through references from professionals and get the program name if it is relevant or not applicable</div></div>	<div><div>They will use a user interface where the user enter their details and get the results displayed if they have to login and register where to login in their view, are a new user</div></div> <div><div>Students should not skip the mandatory fields and have to enter their credentials and other required documents experiences where entering their details</div></div> <div><div>If the user wants to know about a particular University, a user can click on the website and automatically be redirected to the official website of University</div></div>	<div><div>The user can view specific list the percentage of the evaluation process that has been finished and the estimated completion time</div></div> <div><div>A user interface that calculates the cut-off and returns the results, after asking for the student's marks</div></div>	<div><div>By evaluating the user data, the Universities that the user is eligible to apply is displayed</div></div> <div><div>The university can be chosen from the list as the users wishes to</div></div> <div><div>If the user wants to know about a particular Course, an option provided by the website will display the scope of that course</div></div> <div><div>After completing the process step, the results about the Admission process, rate of certificate performance is to be displayed</div></div>	<div><div>Students can log out by just clicking the Log out button on Navigation bar</div></div>	<div><div>Students will be able to fill the feedback at their free time</div></div>
<div><div></div><div>Goals & motivations</div><div>At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")</div></div>	<div><div>Help me choose the right University</div></div> <div><div>Help me to know about the Admission Predictor</div></div> <div><div>Help me avoid the trouble of analyzing the chances of admission by visiting each college in physical mode</div></div>	<div><div>Help me to Login with more than one email account</div></div> <div><div>Help me to view the percentage of how much I have updated my details</div></div> <div><div>Help me in joining the desired University</div></div>	<div><div>Help me to view the result of evaluation at a short period of time</div></div> <div><div>Help me to be aware of my eligibility to join a particular University</div></div> <div><div>Help me to choose the university that is best suited based on my eligibility</div></div> <div><div>Help me to avoid the unnecessary about my eligibility in choosing the right course in the chosen University</div></div> <div><div>Help me to know the details of Admission process well in advance</div></div>	<div><div>Help me to Log out successfully after my account been accounted by an unauthorized person</div></div>	<div><div>Help me to express my feedback with complete liberty</div></div>	
<div><div></div><div>Positive moments</div><div>What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?</div></div>	<div><div>Advertisements include the user's to use the Admission Predictor</div></div> <div><div>It provides the students with through understanding and inspiration about Admission Predictor</div></div> <div><div>Providing the user with information on how to forecast their chances of admission in a great manner will increase their motivation</div></div>	<div><div>A better user interface of the login platform are available to users</div></div> <div><div>The user is more at ease when there is an interactive personalized part for gathering their details</div></div> <div><div>Knowing their eligibility and possibilities of admission to their preferred university increases the students' motivation</div></div>	<div><div>The user is more at ease when there is an interactive personalized part for gathering their details</div></div> <div><div>Knowing their eligibility and possibilities of admission to their preferred university increases the students' motivation</div></div>	<div><div>The user is more at ease when there is an interactive personalized part for gathering their details</div></div> <div><div>Knowing their eligibility and possibilities of admission to their preferred university increases the students' motivation</div></div>	<div><div>Users are happy to leave the app after receiving the best outcome</div></div> <div><div>Users who use public computers could experience a secured logout process</div></div>	<div><div>Allowing consumers to openly express their emotions will make them feel good</div></div>
<div><div>Negative moments</div><div>What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?</div></div>	<div><div>The Commercials may be fake</div></div> <div><div>Misinterpretation of Guidance from Career Analyst</div></div>	<div><div>Login / Registration is not allowed if the user gives invalid Credentials</div></div> <div><div>Entering wrong details leads to inappropriate prediction</div></div> <div><div>University names might be wrongly chosen due to oversight error</div></div>	<div><div>Evaluation may go incorrect if their details are not entered correctly</div></div> <div><div>When predicting the outcome takes long time, they feel frustrated</div></div> <div><div>Students may get confused to choose the proper University</div></div> <div><div>Students are worried if they are not eligible to choose their desired course</div></div> <div><div>Students may get confused to choose the proper course</div></div>	<div><div>While using public computer their account is at the risk of unauthorized access if not logged out properly</div></div>		
<div><div>Areas of opportunity</div><div>How might we make each step better? What ideas do we have? What have others suggested?</div></div>	<div><div>Keeping the fraudulent website away from showing the Admission Predictor advertisement</div></div> <div><div>Students should approach who are experts in their domain</div></div> <div><div>Making the existence of Admission Predictor known to the Career Guidance Program</div></div>	<div><div>Enabling the auto fill option when the student's need to Rejoin</div></div> <div><div>Students can update their profile often at their appropriate time</div></div> <div><div>Percentage scale increases as the student update their profile</div></div>	<div><div>One state's college list could be expanded to include several states</div></div> <div><div>Prediction can be improved by including more datasets</div></div> <div><div>Relevant University names are listed down when user starts typing few characters</div></div> <div><div>Scope of each course is displayed</div></div>	<div><div>The user account will automatically log out if the application is not used for a while</div></div>	<div><div>Users can write reviews of the application to share their emotions about it is addition to providing feedback by choosing alternatives</div></div>	