







Project Design Phase-II

Customer Journey Map

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| Team ID | PNT2022TMID28385 |
| Project Name | University Admit Eligibility Predictor |

Customer Journey Map:

| Journey Steps Which step of the experience are you describing? | Awareness | Research | Selection | Registration | Use | Retention |
|---|---|--|---|---|---|---|
| Actions What does the customer do? What information do they look for? What is their context? | Looking for an university/college based on their eligibility | <div>Searching for College comparison tools and admission predictor tools</div> <div>Collecting information like academics, placements, environment of the colleges</div> <div>Shortlist their options</div> | Deciding on the most reliable tool/solution for admit prediction | Profile Entry and Onboarding | <div>Predict their admission chances</div> <div>Interact with Education experts through app</div> | Provide reviews about their experience and the colleges they have been enrolled to |
| Needs and Pains What does the customer want to achieve or avoid? Tip: Reduce ambiguity, e.g. by using the first person narrative. | <div>Verified information</div> <div>Outdated info</div> <div>Too many options</div> | <div>To predict their admission chances</div> <div>Not accurate tools & paywalls</div> | Cheap & Ease of use | Quick Setup | Customer Support | |
| Touchpoint What part of the service do they interact with? | <div>Search Engine Results</div> <div>Through Advertisements</div> | Articles about admissions | Availability of tool on multiple platforms | Hints and User Guides | Admission/ College related news feed | |
| Customer Feeling What is the customer 'feeling'? Tip: Use the emoji app to express more emotions |  |  |  |  |  |  |
| Backstage | | | | | | |
| Opportunities What could we improve or introduce? | <div>Providing a list of colleges + eligibility criteria</div> <div>Providing verified and up to date information</div> | Providing most accurate predictions | Providing better results and customer satisfaction | Intuitive UI/UX | Provide support and Guidance throughout the admission process | Regular Interactions and provide post admission support |

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