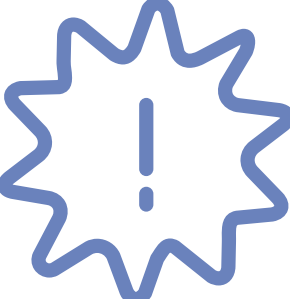
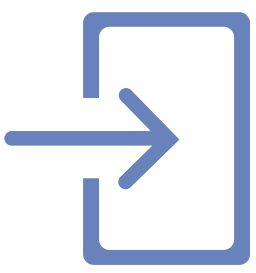
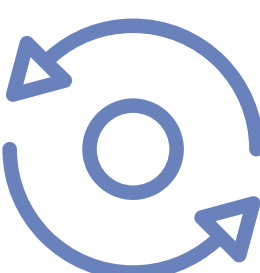
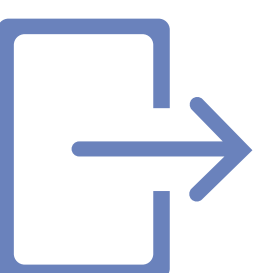
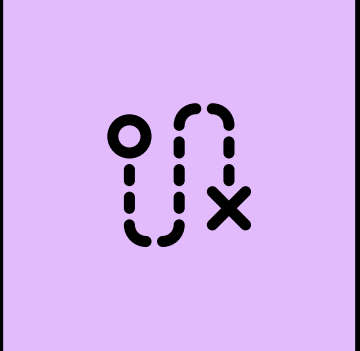
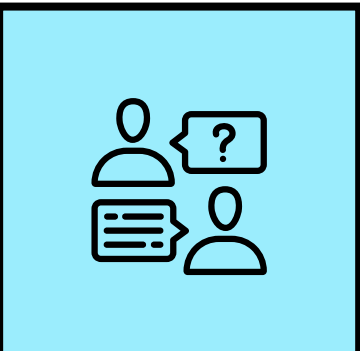
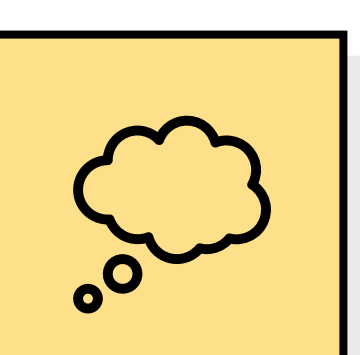
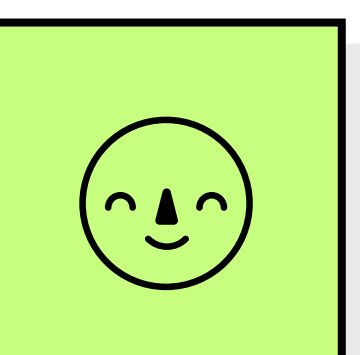
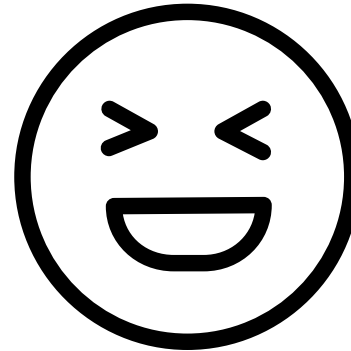


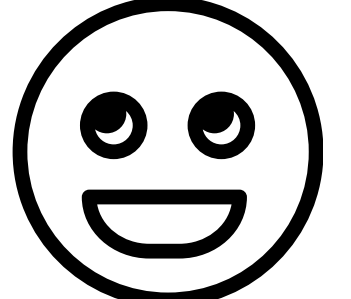
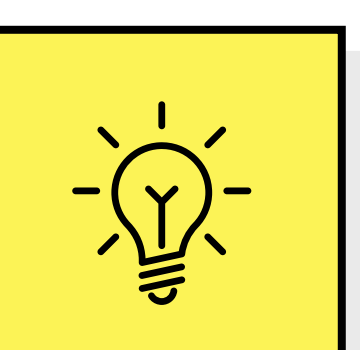


# PROJECT DESIGN PHASE II

## CUSTOMER / USER JOURNEY MAP

DATE	16 OCTOBER 2022
TEAM	PNT2022TMID06739
PROJECT NAME	University Admit Eligibility Predictor
MAXIMUM MARK	4 MARKS

<div>University Admit Eligibility Predictor</div>	<div> Entice</div>	<div> Enter</div>	<div> Engage</div>	<div> Exit</div>
<div> <b>Steps</b> Which step of the experience are you describing?</div>	<div>Discovery<div>Why do they even start journey?</div></div>	<div>Registration<div>Why would they trust you?</div></div>	<div>Onboarding and First Use<div>How can they feel successful?</div></div>	<div>Sharing<div>Why would they invite others?</div></div>
<div> <b>Interactions</b> What does the customer do? What information do they look for? What is their content?<ul style="list-style-type: none"><li>Take a tour</li><li>Search</li><li>Eligibility</li></ul></div>	<div>Take a tour<div>To search for Eligibility Criteria to get admission University</div></div>	<div>By Clicking on the help icon<div>The user Completes User Profile<div>Search for Universities</div></div></div>	<div>The user enters their academic information<div>Enter a Particular preferred location in India<div>Search for the desired Colleges</div></div></div>	<div>To know the list of Universities they are eligible<div>To know the details about the University in their preferred Locations</div></div>
<div> <b>Goals &amp; motivations</b> What part of the service do they interact with?</div>	<div>Help to get Information about the Universities<div>Help to find the eligible university</div></div>	<div>Help to find relevant information about the universities<div>Help to find Location University</div></div>	<div>To know about academic details needed<div>Help to navigate through the website<div>To know about the eligibility criteria for Universities</div></div></div>	<div>Help to find University information<div>Help to know what to do next</div></div>
<div> <b>Customer Feeling</b> What is the customer feeling?</div>	<div></div>	<div></div>	<div></div>	<div></div>
<div> <b>Areas of opportunity</b> What could we improve or introduce</div>	<div>To search about the University that they are eligible</div>		<div>They come to know about the University they are eligible in their preferred location</div>	