

Project Design Phase-II

Customer Experience Journey Map

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Team ID	PNT2022TMID04288
Project Name	University Admit Eligibility Predictor

SCENARIO

Browsing, booking,
attending, and rating a
local city tour



Entice

How does someone initially become aware of this process?



Enter

What do people experience as they begin the process?



Steps

What does the person (or group) typically experience?

Commercial and Recommendations

People hear about the eligibility predictor through both advertisements and recommendations from other people

Experts Assistance & Career Guidance

Students will learn about our eligibility predictor from career analysts and experts

Self interest

Students will begin looking for eligibility predictors out of curiosity and self-interest

Register / Login

The student should login if they are an existing user and register if they are a new user

Update Details

Students provide their academic history and grades

Choose university

Choose the university from the list provided by the website



Interactions

What interactions do they have at each step along the way?

- **People:** Who do they see or talk to?
- **Places:** Where are they?
- **Things:** What digital touchpoints or physical objects would they use?

They would have seen advertisements on the websites they often visit

Students will learn about career counseling programs through ads in magazines, and they can attend in person or online

Students begin looking up eligibility predictor on the internet

A user interface where users may register if they are new users or login using their login ID and password

While updating the details, students must correctly upload the certificates and other necessary documents and fill out the mandatory fields

Options on the website will automatically direct users to the University's official website



Goals & motivations

At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")

Help me to choose the right University in my preferred location

Help me to learn about the predictor for admission

eliminate the hassle of estimating the chances of admission by visiting each college in the physical mode

Help me with logging in with several Gmail accounts

Help me to see the percentage of my modified information

Help me in joining the desired university



Positive moments

What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?

Users are influenced by advertisements to use the admission predictor

Students are well-informed and motivated to use admission predictor

That excitement will rise if the user is given digital guidance on how to predict their chances of admission

A better user interface and straightforward use of the login platform are available to users

When there is an interactive, personalized path for updating the details, the user is more engaged

Knowing their eligibility and chances of admission to the desired University boosts the students' enthusiasm



Negative moments

What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?

The commercials could be fake

Misinterpretation of career analyst's advice

The server's response time to load the page is long

Due to the invalid credentials, the user is unable to register or login

An incorrect prediction results from entering incorrect information

Due to oversight errors, university names might be selected incorrectly



Areas of opportunity

How might we make each step better? What ideas do we have? What have others suggested?

Only one login should be introduced to prevent repetition

List of international colleges and universities to be included

We can provide a link to reset their password by clicking the forget password link

Enabling auto-fill option when the student requires it

The percentage scale rises as the student's profile is updated

Students can frequently update their profiles at their convenience



Engage

In the core moments in the process, what happens?



Exit

What do people typically experience as the process finishes?



Extend

What happens after the experience is over?

Evaluation

Evaluating the details that is entered by the student

Interested Universities

Gather the student's list of prospective universities

Prediction

Predicting the list of appropriate institutions based on students' preferences

Choose the university

The preferred university is chosen by the student from the list that is displayed

Choose the course

The list of courses for which students can apply is displayed

Admission process

Students have the option to accept or reject the suggested university and continue with the admissions process

Logout

After the completion of process, students can logout and leave the website

Feedback

Recommending the changes in order to improve the overall performance of the website

According to the student's preferences, remove or add universities from the wishlist

The user may examine details like the percentage of the evaluation process that has already been completed and the anticipated completion time

The university to which the user is qualified to apply is determined by analyzing the user data

The user can select the university they want from the list

The website offers an option that will highlight the course's scope if a user wishes to learn more about a certain course

After the previous steps are done, information about the admission process and the date of certificate verification will be displayed

Students can click the logout button in the navigation bar to exit

Students may submit the feedback at their discretion

Help me to quickly see the results of the evaluation

Help me to see the prediction for the universities I'm interested in

Help me in determining whether I am qualified to enrol in a specific university

Help me in selecting the university based on eligibility that is ideal for me

Help me in becoming aware of my eligibility for selecting the appropriate course at the chosen university

Help me in providing early access to information about the admissions process

Help me in successfully logging out to prevent unauthorised access to my account

Help me in using entire liberty to convey my feedback

The user is more satisfied because he only receives the prediction for universities that interest him

The prediction rate is precise if it's between 80% and 95%

Option to save their search results so they can revisit them later

A wide range of international college options and its ranking

If the application can quickly access the data supplied by the students, the user will be more satisfied

The predicted result is the same as what they expected

Allowing customers to freely express their emotions will make them happy

Users who use public computers may encounter a secure logout process

The evaluation could be flawed if their details are not entered accurately

The prediction rate is very low

When it takes a while to predict the result, students may become impatient

Students struggle to select the right university

Students are concerned that they may not be able to enroll in their preferred course

Inadequate score to qualify for admission and predict colleges

If the account is not properly logged out after using a public computer, there is a risk of unauthorized access

Unable to get in touch with the team to report issues with the website

Shortening the evaluation process

More datasets can be incorporated to improve prediction

To improve security, multi-factor authentication can be used

After the user types a few characters, a list of pertinent names appears

The scope of each course is displayed

The results can be displayed in the form of a graph or a pie chart

The user account will automatically logout if the application is not used for a while

Users can provide feedback by selecting alternatives and writing reviews of the application to express their feelings about it