

Journey Steps Which step of the experience are you describing?	Discovery Why do they even start the journey?	Registration Why would they trust us?	Onboarding and First Use How can they feel successful?			Sharing Why would they invite others?
Actions What does the customer do? What information do they look for? What is their context?	To get foreign university admission	give their CGPA and other scores Select university they want to go	user friendly	attractive	easy to access	share their feedbacks refer the application with others
Needs and Pains What does the customer want to achieve or avoid? <i>Tip: Reduce ambiguity, e.g. by using the first person narrator.</i>	don't know which is best	we don't save their information's safe and secure	proper guidance	know how to how to apply visa	university tour	virtual tour to foreign travel along with proper guide
Touchpoint What part of the service do they interact with?	Students to get the percentage to get admission to the foreign universities	to get proper guidance to know the chances to get admission	prediction to get chances of admission	trusted guidance to foreign	visa formatives	to get accurate results trusted application
Customer Feeling What is the customer feeling? <i>Tip: Use the emoji app to express more emotions</i>	🧐	😟	😞			🥳
Backstage						
Opportunities What could we improve or introduce?	Increase/decrease a university ranking to	To get help from the trusted application with secured data	To get the proper and trusted guidance form			To get the chances of admission from the respected universities
Process ownership Who is in the lead on this?	Student	Student	Student			Student

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Outcome

Describe how the life and environment of the customer changes once they used the product or service.

What are they able to do now?

give CGPA, GRE, TOFEL marks

get proper guidance

to know about visa formalities

What can they finally avoid doing?

Don't trust fake websites

don't trust blindly about the universities

What changed in my environment?

Feel free to search the admission chances

to know about the university properly

to contact with the respected university alumni and faculty