

Customer Journey Map – LearnHub: Your Center for Skill Enhancement

Scenario

A student uses LearnHub to enroll in courses, complete video lessons, track progress, and download a certificate after completion.

1. Enter (Awareness & Discovery)

Steps:

- Student hears about LearnHub through social media, college references, or online search.
- Visits the LearnHub website.

Interactions:

- Views homepage, featured courses, and platform description

Touchpoints:

- Website homepage, Social media pages, College notice boards, Word of mouth

People:

- Students, Teachers, Admin

Goals/Motivations:

- "Help me improve my skills."
- "Find affordable and structured online courses."

Positive Moments:

- Attractive UI design, Clear course categories, Simple

navigation

Negative Moments:

- Lack of awareness about the platform
- Uncertainty about course quality

Opportunities:

- Offer demo previews, Highlight testimonials and ratings, or Promote free sample courses.

2. Entice (Registration & Setup)

Steps:

- Student registers using name, email, password.
- Selects role (Student / Teacher).
- Logs into the dashboard.

Touchpoints:

- Registration page, Login page, User dashboard.

Goals/Motivations:

- "Make registration simple and secure."
- "Give me quick access to courses."

Positive Moments:

- Easy signup process, Secure authentication (JWT), Role-based dashboard.

Negative Moments:

- Incorrect password errors or u Confusion in role selection.

Opportunities:

- Add password strength indicator

Add welcome tutorial for new users

3. Engage (Core Usage)

Steps:

- Student browses available courses.
- Views course details (educator, price, category), Makes payment (simulation).
- Enrolls in course, Watches video lessons.

Interactions:

- Course listing page, Payment modal, Video player interface and Progress tracking system

Touchpoints:

- Student dashboard, Course content page, Video playback section

Goals/Motivations:

- "Give me structured learning."
- "Track my progress clearly."

Positive Moments:

- Smooth video playback, Visible section completion checkmarks, Clear course structure

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Negative Moments:

- Payment errors.

Opportunities:

- Add course recommendations, Add discussion forum Add bookmarking system.

4. Exit (Problem Solving or Feedback Loop)

Steps:

- Student completes all course sections..
- Clicks "Download Certificate." Receives PDF certificate.

Interactions:

- Certificate generation system, PDF download.

Touchpoints:

- Course completion page, Certificate download button.

Goals/Motivations:

- "Give me proof of my achievement."
- "Help me showcase my skills."

Positive Moments:

- Instant certificate generation, Professional-looking PDF

Negative Moments:

- Certificate locked if sections incomplete

Opportunities:

- Add LinkedIn sharing option, Add digital verification link.

5. Extend (Retention & Re-engagement)

Steps:

- Student receives new course suggestions.
- Teacher uploads new courses.
- Student enrolls in advanced courses.

Touchpoints:

- Dashboard updates, Email notifications, Course recommendations.

Goals/Motivations:

- "Help me continue learning."
- "Suggest courses based on my interest."

Positive Moments:

- Personalized course recommendations; Continuous skill growth.

Negative Moments:

- No reminders for incomplete courses.

Opportunities:

- Add AI-based recommendation system, Add learning streak badges, Add achievement leaderboard.