

Project Design Phase-II

Customer Journey Map

Date	03 October 2022
Team ID	PNT2022TMID14806
Project Name	University Admit Eligibility Predictor
Maximum Marks	4 Marks

Scenario	Entice	Enter	Engage	Exit	Extend
Online platform for students to predict university admit eligibility after completing their higher secondary	How does someone initially become aware of this process?	What do people experience as they begin the process?	In the core moments in the process, what happens?	What do people typically experience as the process finishes?	What happens after the experience is over?
Steps What does the person (or group) typically experience?	Students searching for right universities They are motivated and interested in the search for universities	Looks for university predictor model Students search for prediction websites Register for the website using email and password and then login	Fill in the Details Entering personal information and enter details for prediction Checks for right university Predict the university Using machine learning algorithm the model search for right university The model finds the right university and suggests some other universities too	Proceeds to home page Leave the website After getting their prediction, students may also want to leave the website and may not return to the website	Review page Review our prediction, how close the score and what they feel about their prediction
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?	Friends or relatives Schools and colleges	Web browsers Register to the website and login Enter students marks details LOGIN	OUTPUT Output page of university Eligibility Predictor	Home page of University Eligibility Predictor Home Page	Notification
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")	Help me select the right university Help me understand about model and steps to proceed on the model.	Help me register my details	Help me predict the university	Help me leave the page	Help me give reviews Help me get notifications
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	A good UI	Detailed model	Predicted result displayed in pictorial graphical 	Fast Exit	Gets frequent updates and suggestions
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	Poor UI	Finding multiple activities in a page	Confused output 	Struggle to exit Unsatisfied Output	Not receiving satisfied suggestions Not receiving notification at right time or late notification
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	Providing better UI Provide simpler information	Easy registration Fill only required less Details	Provide simpler output 	Provide users with university informations	Provide users necessary suggestions and notifications