









## Project Design Phase-II

### Customer/User Journey Map

|               |  |
|---------------|--|
| Date          | 08 October 2022                        |
| Team ID       | PNT2022TMID30140                       |
| Project Name  | University Admit Eligibility Predictor |
| Maximum Marks |  |

#### Coustomer Journey Map:

| Journey Steps<br>Which step of the experience are you describing?  | Discovery<br>Why do they even start the journey?   | Registration<br>Why would they trust us?  | Onboarding and First Use<br>How can they feel successful?  | Sharing<br>Why would they invite others?  |
|--|--|---|--|---|
| <b>Actions</b><br>What does the customer do? What information do they look for? What is their context?                                     | Take a Tour<br>To Search for Eligibility Criteria to get Admission in an University      | By Clicking on the Help icon<br>The user Completes User Profile<br>Search for Universities  | The user enters their Academic Information<br>Enter a Particular Preferred Location in India<br>Search for Desired Universities              | To Know the List of Universities they are Eligible<br>To know the details about the Universities in their preferred Locations |
| <b>Needs and Pains</b><br>What does the customer want to achieve or avoid? Tip: Reduce ambiguity, e.g. by using the first person narrator. | Help to get Information about the Universities<br>Help to find the eligible University   | Help to find relevant information about the Universities<br>Help to find the Location of the University                               | To know about the Academic details needed<br>Help to navigate through the website<br>To Know about the eligibility criteria for Universities | Help to find the University information<br>Help to know what to do next   |
| <b>Touchpoint</b><br>What part of the service do they interact with?   | Free Registration<br>Information about the University they search                        | Academic profile section of the website<br>The Location select section of the website<br>The Department select section of the website | The University select section of the website<br>The Link to the Location and University website<br>The filtering section of the website      | The share section of the website  |
| <b>Customer Feeling</b><br>What is the customer feeling? Tip: Use the emoji app to express more emotions                                   |       |    |   |    |
| <b>Backstage</b>   |  |   |  |   |
| <b>Opportunities</b><br>What could we improve or introduce?  | To search about the Universities that they are eligible                                  |   | They come to know about the Universities they are eligible in their preferred location   |   |
| <b>Process ownership</b><br>Who is in the lead on this?  |  User |  User  |  User   |  User and the admin                      |

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