























































Project Design Phase – 2

Customer Journey Map

Date	23 October 2022
Team ID	IBM-Project-13852-1659533411
Project Name	Project – University Admit Eligibility Predictor

SCENARIO Online tool to determine a student's likelihood of admission to a university after completing their education	Entice How does someone initially become aware of this process?	Enter What do people experience as they begin the process?	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?
Steps What does the person (or group) typically experience?	 AFTER SCHOOL, IS OVER, A STUDENT LOOKS FOR A PREDICTION MODEL  LOOKING UP ANY PREDICTION MODEL ONLINE  A WEBSITE OR APP SEARCH  SELECT THE BEST MODEL TO PREDICT	 REGISTERING  FILLING THE DETAILS  LOOKING UP ANY PREDICTION MODEL ONLINE	 PREDICTION SUCCESS  SEARCHING FOR OTHER RELATED UNIVERSITIES  GETS THE DESIRED RESULTS	 THEY ARE AWARE OF THEIR CHANCES OF BEING ACCEPTED INTO THE COLLEGE OR NOT  SUBMIT REVIEW  LOOKING UP ANY PREDICTION MODEL ONLINE	 RECOMMENDATIONS  SUGGESTION
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?	 SMART PHONE  WEB BROWSER  USER INTERFACE	 REGISTERED NOW!  ENTER THE DETAILS  UNIVERSITY SELECTION PAGE APPEARS	 RESULT PAGE  UNIVERSITY SELECTION PAGE	 EXIT PAGE  FEEDBACK	 NOTIFICATIONS
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")	 HELP ME GET A GOOD WORKING MODEL  HELP ME UNDERSTAND THE SOFTWARE MODEL  HELP ME SELECT UNIVERSITIES	 HELP ME REGISTER  HELP ME FILL MY SCORES  HELP ME SEARCH AND SELECT THE COLLEGE	 HELP ME GET THE CORRECT PREDICTION	 HELP ME LEAVE PAGE  HELP ME PROVIDE FEEDBACK  HELP ME TO LEAVE THE APP	 HELP ME GET FREQUENT UPDATES
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	 A GOOD AND INTERACTIVE UI	 WELL DEVELOPED INTERFACE  DETAILED MODEL	 PREDICTION WITH GOOD PICTORIAL REPRESENTATION		 FREQUENT UPDATES AND SUGGESTIONS
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	 POOR INTERFACE  LESS ACCURACY MODEL	 LOW LEVEL INTERFACE	 UNSATISFYING OUTPUT  PREDICTION NOT UNDERSTANDABLE	 LACK OF FACILITY IN APP	 PREDICTIONS GO WRONG
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	 PROVIDE AN ACCURATE PREDICTION  PROVIDE A SIMPLY SUMMARY TO AVOID INFORMATION OVERLOAD		 PROVIDE A VISUALLY ENHANCED OUTPUT	 PROVIDE USERS WITH OTHER DETAILS	 UPDATING USERS WITH USEFUL NOTIFICATIONS