

<b>Customer</b>	<div>Awareness</div>	<div>Consideration</div>	<div>Conversion</div>	<div>Customer Service</div>	<div>Loyalty</div>
<b>Customer Activity</b>	<div>To visit the website</div>	<div>To browse through app store</div>	<div>To search for free or low cost university admission prediction</div>	<div>Using live chat to ask for help</div>	<div>Using the app to predict admission changes</div>
<b>Customer goals</b>	<div>To get precise results regarding university admission</div>	<div>To find the best college using predictor</div>	<div>Make use of website or web app</div>	<div>To identify any issue immediately and rectify it</div>	<div>To provide precise and permissible details</div>
<b>Solutions</b>	<div>Recommendations for social media, search engines and friends</div>	<div>Creating a feasible web app or website</div>	<div>Posting reviews and advertisements</div>	<div>Making quick updates based on admission criteria</div>	<div>Social media and review sites</div>