



Customer experience journey map

Use this framework to better understand customer needs, motivations, and obstacles by illustrating a key scenario or process from start to finish. When possible, use this map to document and summarize interviews and observations with real people rather than relying on your hunches or assumptions.

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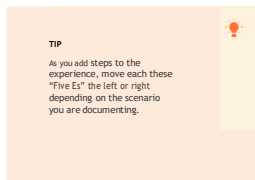
Need some inspiration?
See a finished version of this template to kickstart your work.

Open example →



Document an existing experience

Narrow your focus to a specific scenario or process within an existing product or service. In the **Steps** row, document the step-by-step process someone typically experiences, then add detail to each of the other rows.



SCENARIO Sign up or Login,update or enter Grade ,analysis and prediction	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?	Recommendations/ Advertisements Students hear about the eligibility predictor from advertisements and referrals from other people.	Register / Login Students register if they are a new user else login	Interested Universities Collect the list of universities the student is interested in	Logout After completing the process, students leave the website	Feedback Feedback is gathered for future enhancements in the application
Interactions What interactions do they have at each step along the way? <ul style="list-style-type: none">People: Who do they see or talk to?Places: Where are they?Things: What digital touchpoints or physical objects would they use?	Experts and Career Guidance From career analysts and professionals, students will come to know about the program through responses to their queries and contact the program officer to get an in-depth insight.	Update Details Students fill their details, grades and academic history	Prediction Predicting the list of Eligible Universities from the student's wishes		
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")	Self Interest Out of their own curiosity and self interest, students start searching for such eligibility predictors	Choose University Choose the University from the list that the website has provided	Choose the University The University is chosen from the list that is displayed		
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	Drop/Add University to the wishlist as per the student's choice A user interface where the user view their login id and password if they "Forgot their login ID?"	Choose the Course List of courses that the students are eligible to apply are displayed	Drop/Add University to the wishlist as per the student's choice The university can be chosen from the list as the users wishes to		
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	Help me choose the right University Help me to know about the admission predictor	Help me to Login with more than one email Help me to view the percentage of how much I have updated my details	Help me to view the prediction for the universities I'm interested in Help me to be aware of my eligibility to join a particular university	Help me to Log out successfully preventing access to my account by an unauthorized person	Help me to express my feedback with complete liberty
Areas of opportunity How might we make each step better? What ideas do we have? hjnWhat have others suggested?	Help me to know about the admission predictor Help me to avoid the trouble of predicting the chance of admission by making each column in physical mode	Help me in joining the desired University A simple and user friendly user interface available to users	Help me to choose the university that is best suited based on my eligibility Reliably predicting the chances of admission to a university	Help me to Log out successfully preventing access to my account by an unauthorized person	Help me to express my feedback with complete liberty
	Advertisements induce the users to use the Admission Predictor It gives the students in-depth knowledge and motivation to use Admission Predictor.	Provide an interactive, personalised and part for updating their details Knowing their eligibility and predicting of admission to their preferred university increases the student's motivation.	Reliably predicting the chances of admission to a university Students learn more about the specifics of their selected university and the courses it offers	Users have the trust that their data is in safe hands Users are happy to leave the app after receiving the best outcome.	Allowing users to openly express their concerns will make them feel good
	The Commercial may be fake Misinterpretation of Guidance from Career Analyst	When the user is not able to Register/Login (Entering the invalid Credentials) Entering wrong details leads to inappropriate prediction	Prediction may go incorrect if their details are not entered correctly When predicting the outcome takes long time, they feel frustrated	While using public computer their account is at the risk of unauthorized access if not logged out properly	Asking for feedback each and every time frustrates the user
	Provide an appealing interface Provide a simpler information	Enabling the account Option when the Students login Students can update their profile whenever required	Optimizing the data model to achieve fast and accurate results Scope for each course is displayed	The user account will automatically log out if the application is not used for a while	Users can write review of the admission by providing feedback by choosing alternatives

