

Journey Steps Which step of the experience are you describing?	Discovery Why do they even start the journey?	Registration Why would they trust us?	Onboarding and First Use How can they feel successful?	Sharing Why would they invite others?
Actions What does the customer do? What information do they look for? What is their context?	<div data-bbox="250 132 390 288">To learn about the eligibility criteria of different universities</div> <div data-bbox="413 132 576 288">Search for eligibility predictors online.</div> <div data-bbox="599 132 748 288">They ask around about the different predictors available in the market and their pros and cons.</div>	<div data-bbox="785 132 934 288">Customers are assured of enhanced security features than other predictors</div> <div data-bbox="957 132 1110 288">They can refer the customer reviews section which serves as an evidence of our reliability</div> <div data-bbox="1134 132 1282 288">There is no undue promotion of any university.</div>	<div data-bbox="1313 132 1459 288">The predictor is designed in such a way that it is easy to navigate through it</div> <div data-bbox="1482 132 1631 288">The UI is very smooth and decluttered which ensures a very good user experience.</div> <div data-bbox="1654 132 1801 288">The customer are provided with a detailed working procedure of the model .</div>	<div data-bbox="1838 132 1984 288">They will spread the word about the predictor if they get admitted into the universities of their choice as predicted.</div> <div data-bbox="2007 132 2156 288">The advanced security features and easy to use aspect of our predictor is our USP</div> <div data-bbox="2179 132 2324 288">Since the predictor is free to use with no 'premium' features, it'd push them into referring the predictors to others</div>
Needs and Pains What does the customer want to achieve or avoid? <i>Tip: Reduce ambiguity, e.g. by using the first person narrator.</i>	<div data-bbox="250 319 399 474">They don't want to be misled by unreliable predictors.</div> <div data-bbox="422 319 571 474">To know about their chances of getting admitted into different universities</div> <div data-bbox="594 319 743 474">They would want to learn about the admission process of different universities.</div>	<div data-bbox="785 319 934 474">A video tutorial on how to use the platform would be made available to the users</div> <div data-bbox="957 319 1110 474">They want to avoid being led into a trap by predictors promoting certain universities for their own gain.</div> <div data-bbox="1134 319 1282 474">We assure them of a safe and secure predictor which is not prone to data theft.</div>	<div data-bbox="1313 319 1459 474">They are provided with their eligibility chances with astounding accuracy</div> <div data-bbox="1482 319 1631 474">No ads are displayed while using our predictor thereby resolving one of the major concerns of a user</div> <div data-bbox="1654 319 1801 474">The customers would be satisfied if they avoid getting duped by faulty predictors</div>	<div data-bbox="1838 319 1984 474">The predictor is easy to use even for novices</div> <div data-bbox="2007 319 2156 474">User experience in our case will always be better than most other predictors found online.</div> <div data-bbox="2179 319 2324 474">They would invite others if they find the predictor to be reliable enough.</div>
Touchpoint What part of the service do they interact with?	<div data-bbox="313 510 476 676">Google results for 'University admit predictor' in which our predictor might be present as well</div> <div data-bbox="522 510 685 676">Customer reviews section in the predictor.</div>	<div data-bbox="785 510 934 676">A detailed video tutorial explaining the working procedure of the predictor.</div> <div data-bbox="957 510 1110 676">Registration page in which they fill out their personal details.</div> <div data-bbox="1134 510 1282 676">A complete disclosure of our non-alliance with any university is provided to the customer.</div>	<div data-bbox="1313 510 1459 676">A 'near' accurate estimation of their chances of getting admitted into different universities based on their scores is displayed</div> <div data-bbox="1482 510 1631 676">They are asked to fill out their marks and CGPA, while assured of complete security against data theft</div> <div data-bbox="1654 510 1801 676">A comparison between admission rates of the universities previously and our estimated chances are provided to the user.</div>	<div data-bbox="1838 510 1984 676">They are asked to rate our predictor based on the user experience.</div> <div data-bbox="2007 510 2156 676">They can write customer reviews in our reviews section which plays a major part in attracting new customers.</div> <div data-bbox="2179 510 2324 676">They are requested to refer the predictor to others in their social circle if they are impressed with it.</div>
Customer Feeling What is the customer feeling? <i>Tip: Use the emoji app to express more emotions</i>				
Backstage				
Opportunities What could we improve or introduce?	<div data-bbox="313 916 627 1036">Efforts should be made to ensure that our predictor is easily discoverable among all the other predictors available online.</div>	<div data-bbox="848 916 1203 1036">Registration process can be made simpler to further enhance the user experience.</div>	<div data-bbox="1359 916 1701 1036">The accuracy could always be increased by fine-tuning the algorithm on a time to time basis.</div>	<div data-bbox="1894 916 2258 1036">Rewards for referrals can be introduced to entice them into sharing the word about our predictor.</div>