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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University Admit Eligibility Predictor

Team id :PNT2022TMID32424

SCENARIO Browsing, booking, attending, and rating a local city tour	**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?	Through Browsing · Through Friends · Through University Websites	User Enters the login credentials · Select course preference · User enters their marks and percentage	Get to know about other universities · Get to know about other courses · Search for information about the universities · Gets a list of predicted universities	User Knows He/She is eligible for which university · User knows information about the universities	User apply for predicted universities · Knows how to apply
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me…" or "Help me avoid…")	Help me to find out right university · Help me to avoid issues in predicting universities	Help me to Predict whether I am eligible for my dream university · Help me to see the courses offered in that university	Help me to know about predicted universities	Help me to know about fees structure · Help me to know about hostel · Help me to know about entry process of a predicted universities	Help me to know abut placement activities · Help me to know about the credits for doing such course
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	Easy Registration · Easy Accessibility	Accurate Prediction · user friendly	Optimistic about the new start · When they got to know they are eligible for dream university · Course preference is available	If the fees structure is feasible · Hostel facilities are good	If the service provided are good
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	Delay in login process · Delay in setting up an account	If some of the courses/universities are missing	Information about universities are not clear enough · Does not show updates	Inaccurate Prediction · Feeling unqualified · Not eligible for dream university	If the given information has mistaken
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	Simple registration process	Ask for missing details · Frequent updates	Suggest Universities Where user is eligible · Check whether the important details are taken into prediction · Fake id filtering	Provides university details · Gives satisfying results to user	Ask for customer feedback and rectify the issues