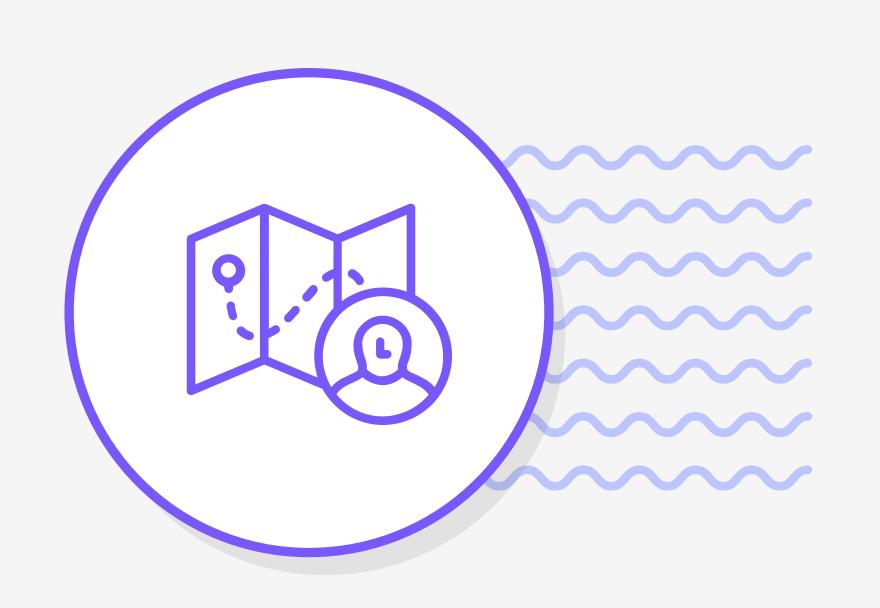
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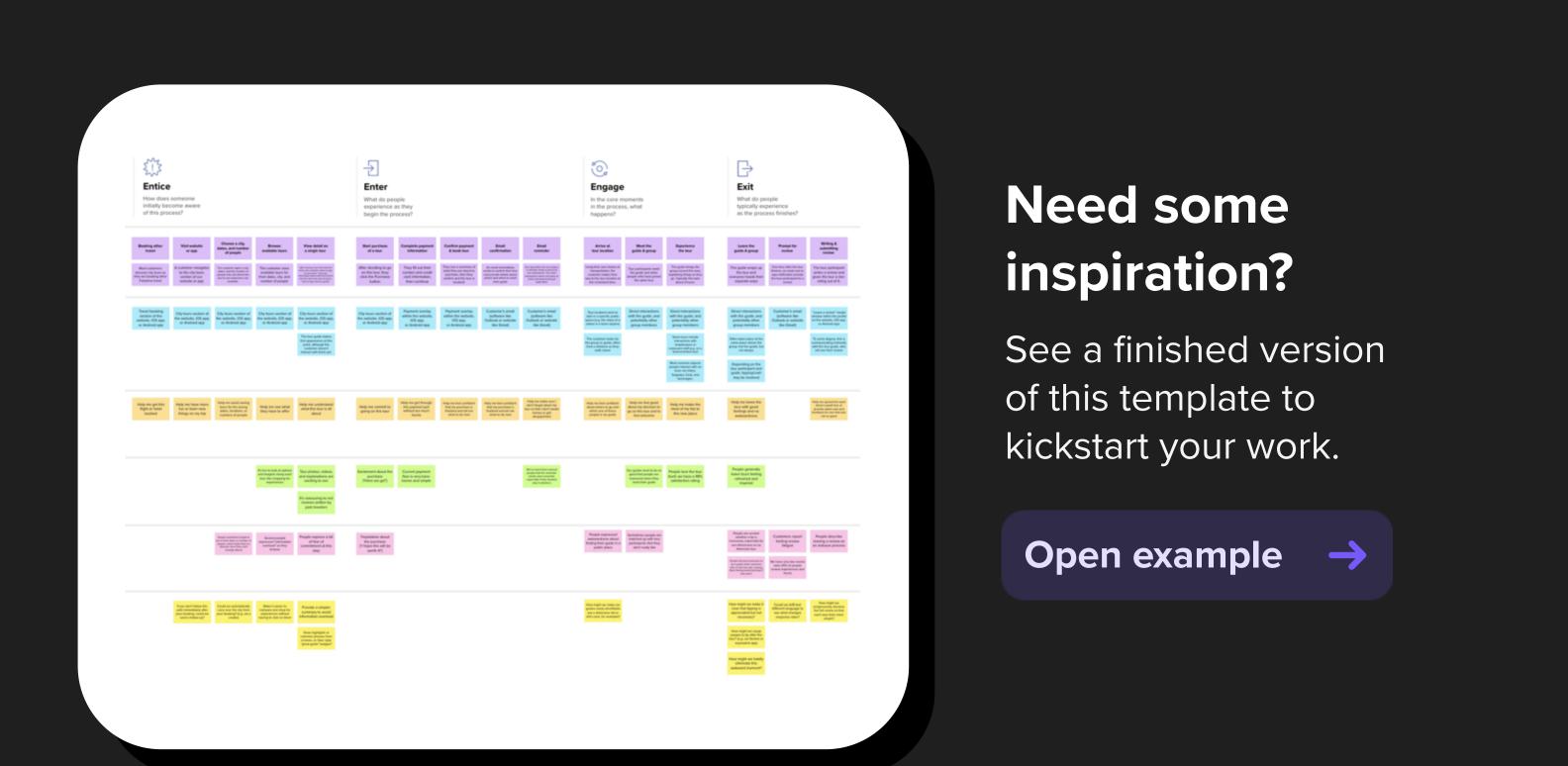
## Customer experience journey map

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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## 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.

	Entice  How does someone initially become aware of this process?		Enter  What do people experience as they begin the process?			In the core moments in the process, what			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?	Reco	From past ences of seniors night have used bility predictor  Experts and Career Guidance  Admission agencies or academic mentors can recommend using an online eligibility predictor	Registering and Login  Students need to register for the first time and Login using credentials later  Fill in details and Login using credentials later	pdate Required details  Choose university and courses  In the necessarry eils regarding the applicant for predictions  Choose university and courses  Can select an university of interest and relevant course	Offiversities	Prediction  Get to know the results  The Chances of admission for preferred list of university is displayed	Confirming the actual outcome of prediction to update model	Safely logout	Closing the browser	Feedback about the experience	Review about efficay of predictor	
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?	Could have discovered the website via relevant ads or blogs	Practions with iors pursuing ers or academic mentors  Voluntary sessions with career guidance experts	Welcome page with register/login prompts for users  Use fireless for users	er interface with fields to enter evant information for prediction  Students can also choose from a list of universities	The interested universities can be chosen from a list of options  A dissipation of the chosen from a list of options	Data filtering options to sort the output in the preferred order	Survey-like questionnaire to get feedback	Rating Experience	Leave the browser	Aspirants can share their experience	Aspirants can share their experience	
Goals & motivations  At each step, what is a person's primary goal or motivation?  ("Help me" or "Help me avoid")	Help me know my possible chances of admit started	Help me know possible methods to evaluate my profile journey  Help me know possible methods to evaluate my profile before applying		lps me reducing e money spent universities	universities I'm bes	Help me to choose ne university that is est suited based on my eligibility  Help me avoid Unnecessary stress and anxiety during decision making process		Helped me choose right university to apply	Help me manage my money prudently	Help me express the positives and the negatives	Help me determine the reliability and accuracy of the predictor	
Positive moments  What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	Discover methods for self evaluation and aid in planning the profile boost  Makes profile boost  evaluation ev	people aware a products that elp in self valuation  Helps them shortlist universities for further processes like SOP	Reduced ads	mple UI with easy navigation  Top universities list	Give the results of prediction results for only the interested universities	Reliably predicting the chances of admission Students know about possible universities for their domain	Students can check the chances for their course of interest	Got predicted dream university	Used as dataset for future aspirants without revealing identity	Positive insights for further development	Positive insights for updating the predictor	
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	Results may vary every year with considerable variations	Results may vary every year with considerable variations	Limited to few countries	Altering results everytime an user runs  Error while logging i	Prediction may go incorrect if their details are not entered correctly	he output provided in terms of chance, which may not reflect reality  Leads to disappointments when they are not eligible to choose their desired course/ university	When Feedback is not given properly the model will gradually degrade in its ability to predict accurately	Links didn't work properly	Unable to logout	Inaccuracies that may occur in rare cases	Fault tolerance of the predictor	
Areas of opportunity  How might we make each step better? What ideas do we have?  What have others suggested?	By asking only limited details	t of living near university	Inclusion of more countries	Reliable prdictor for accurate results  Tiverse data including non STEM fields	Ask to verify the entered details before prediction	An option to display the next best choice of course/university when desired choice has less chance	Ensure proper feedback is given, Validate the given feedback	Storing user data in cloud avoid repetition of all steps	Remember me option during login	Diverse data including non STEM fields	Update user data collected from websites and recent results	