Project Design Phase-II
Customer/User Journey Map

Date	17 October 2022
Team ID	PNT2022TMID39267
Project Name	University Admit Eligibility Predictor
Maximum Marks	4

Customer Journey Map:

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?	Take a Tour	To Search for Eligibility Criteria to get Admission in an University	By Clicking on the Help icon	The user Completes USer Profile	Search for Universities	The user enters their Academic Information	Enter a Particular Preferred Location in India	Search for Desired Universities	To Know the List of Universities they are Eligible	To know the details about the Universities in their preferred Locations
Needs and Pains What does the customer want to achieve or avoid? *Tip: Reduce ambiguity, e.g. by using the first person narrator.*	Help to get Information about the Universities	Help to find the eligible University	Help to find relevant information about the Universities		Help to find the Location of the University	To know about the Academic details needed	Help to navigate through the website	To Know about the eligibility criteria for Universities	Help to find the University information	Help to Know what to do next
Touchpoint What part of the service do they interact with?	Free Registration	Information about the University they search	Academic profile section of the website	The Location select section of the website	The Department select section of the website	The University select section of the website	The Link to the Location and University website	The filtering section of the website		The share section of the website
Customer Feeling What is the customer feeling? *Tip: Use the emoji app to express more emotions*	🤯		🫤			🙄			🥳	
Backstage										
Opportunities What could we improve or introduce?	To search about the Universities that they are eligible					They come to know about the Universities they are eligible in their preferred location				
Process ownership Who is in the lead on this?	👨‍💻	User	🧑‍💻	User		👨‍💻	User		👨‍💻	User and the admin