

## CUSTOMER SURVEY MAP

### Customer

Awareness

Consideration

Conversion

Customer  
Service

Loyalty

### Customer Activity

Searching  
for the free  
of cost  
university  
admission  
prediction

Browsing  
through the  
web play  
store or app  
store

Visiting the  
web app

Live chat to  
ask for help

Uses the  
web app to  
predict  
admission  
changes

### Customer Customer goals

To get  
accurate  
result for  
chances of  
university  
admission

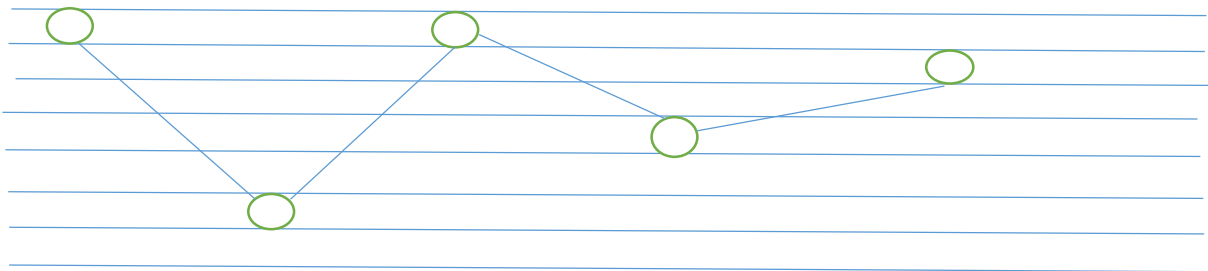
To find the  
best  
solution for  
their needs

Utilizing the  
web app

To resolve  
any issue  
quickly

To provide  
accurate and  
legitimate  
data

Customer  
Experience



Solutions  
Potential  
Touchpoint(s)

