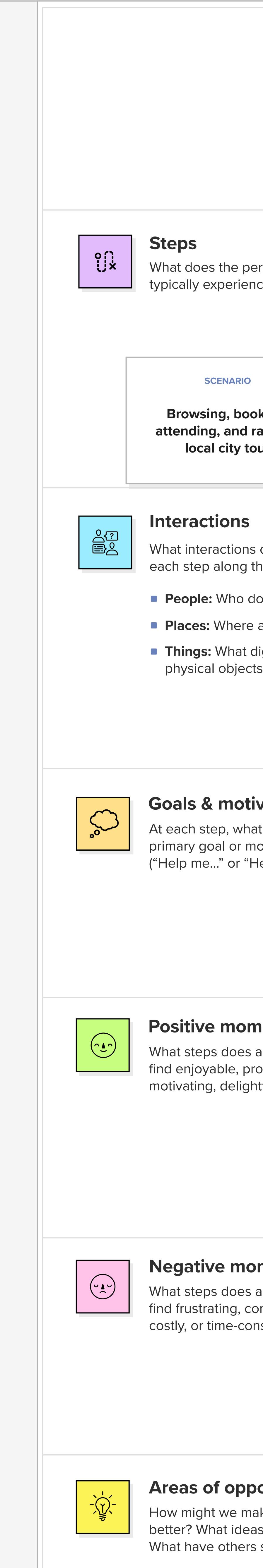


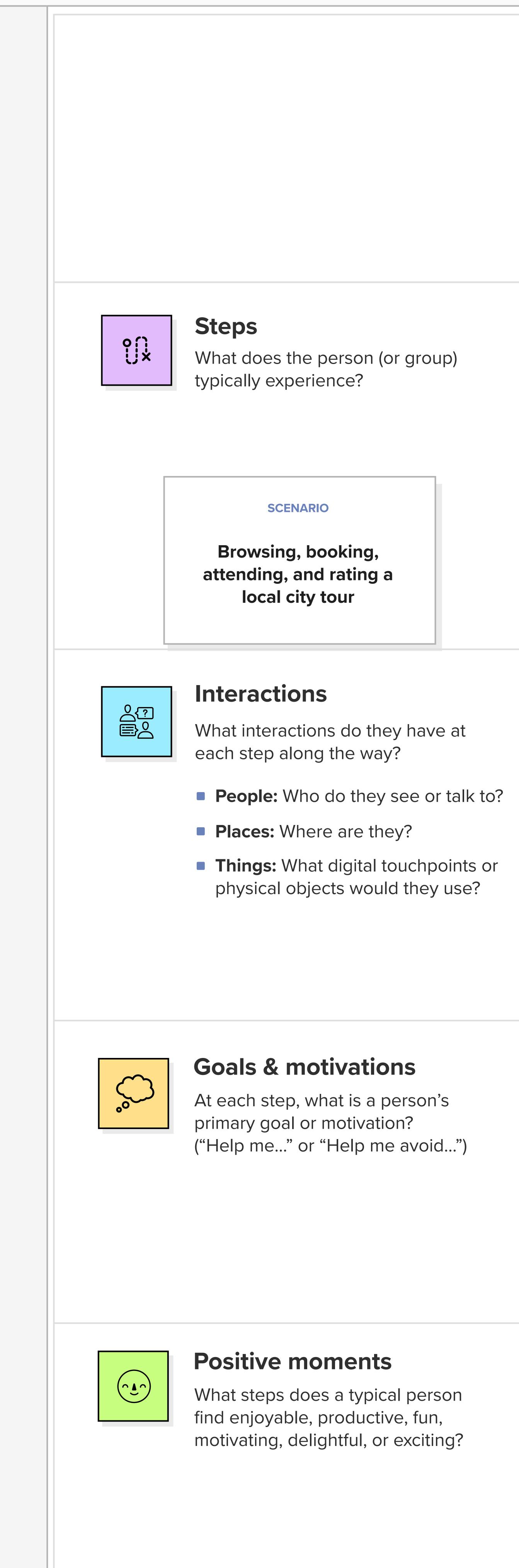
## experience journey map

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.

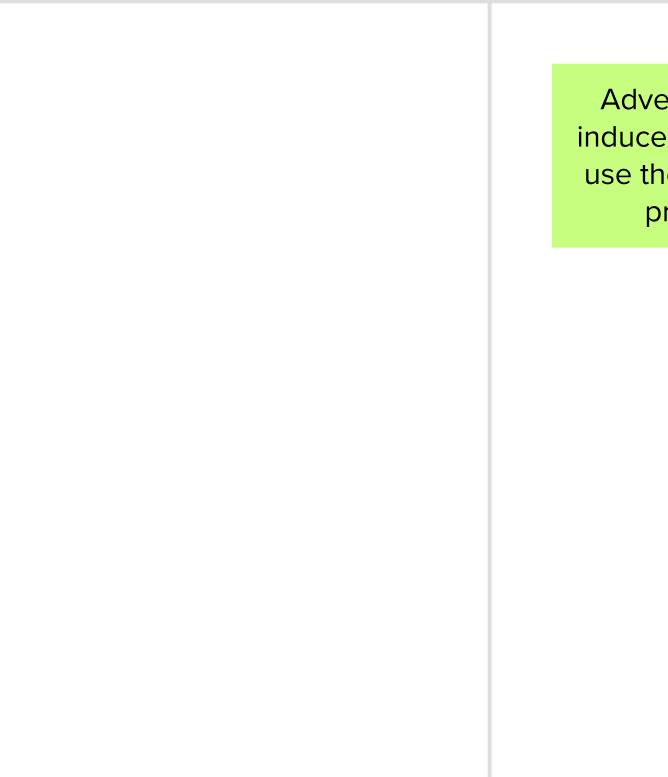
(P) Product School

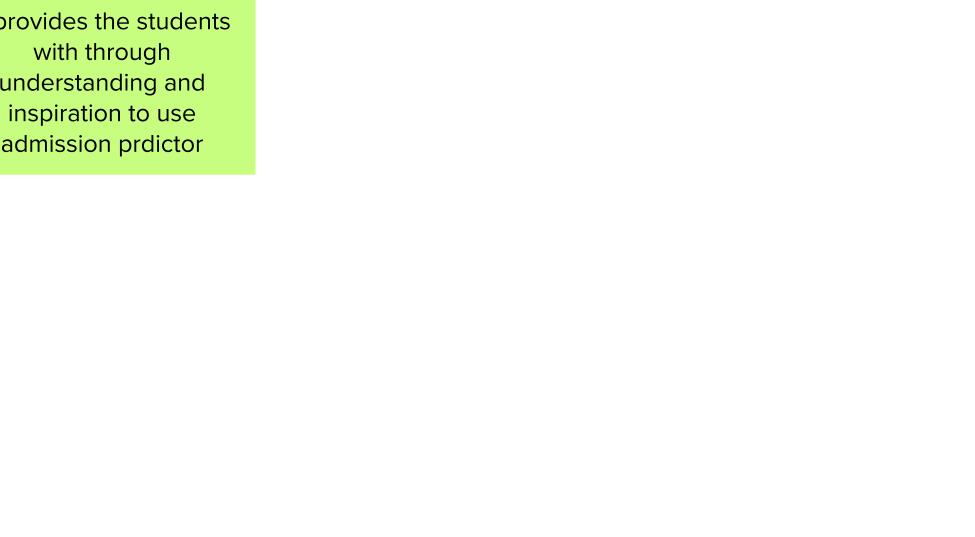
**SCENARIO** 

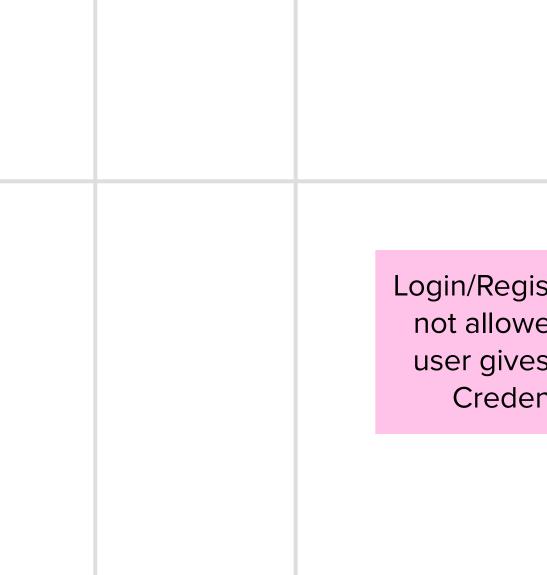


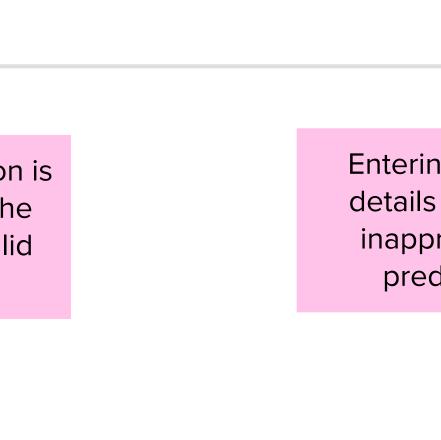


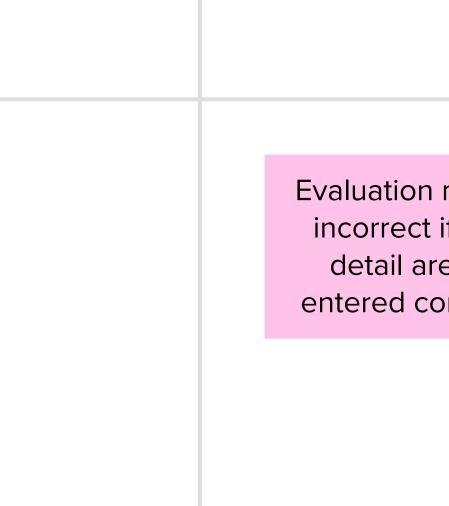


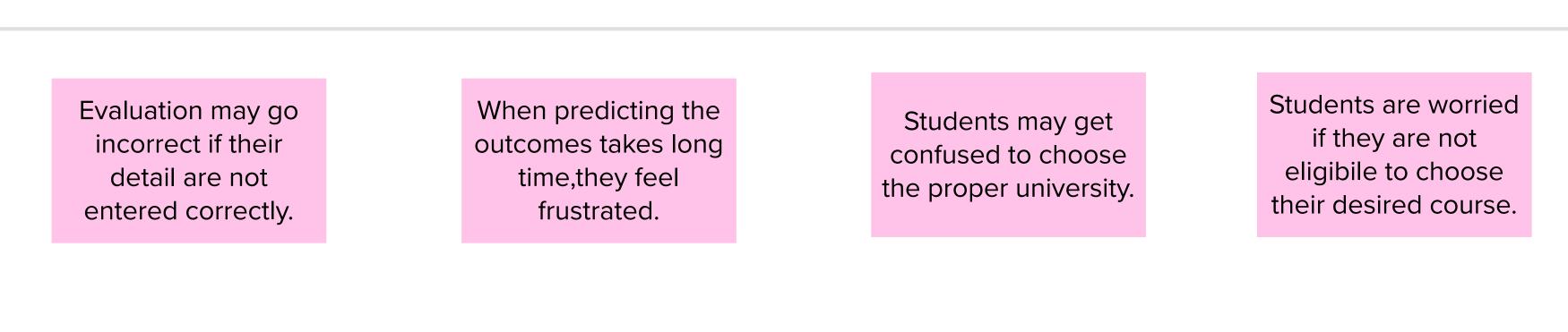


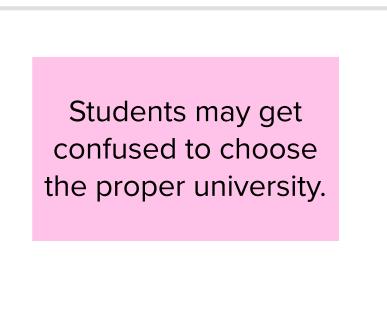


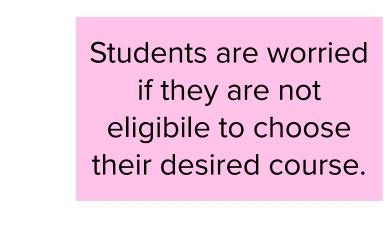




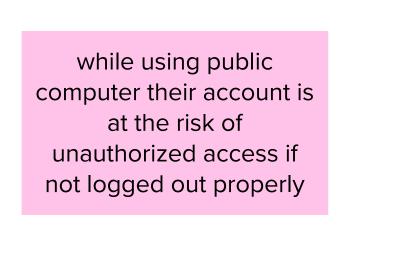


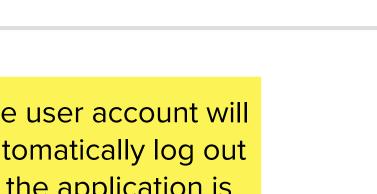






List of courses that the students are eligible to apply are displayed.

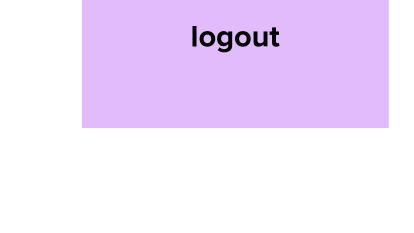




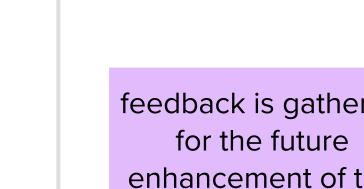
Extend What happens after the experience is over?

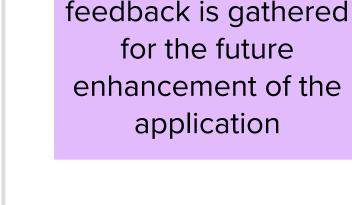
typically experience

What do people



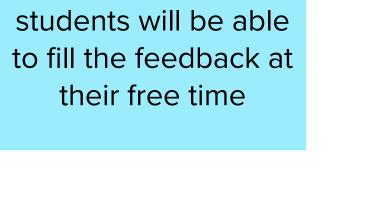
after completing the

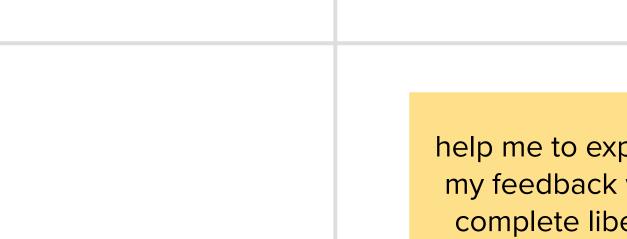


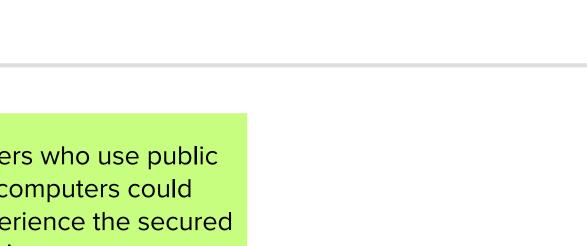


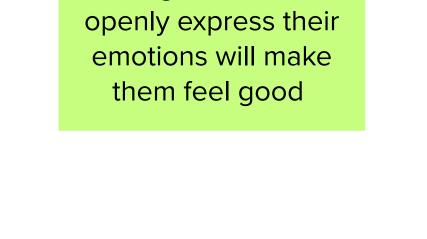


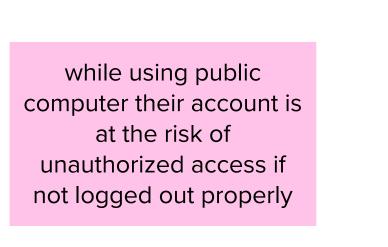


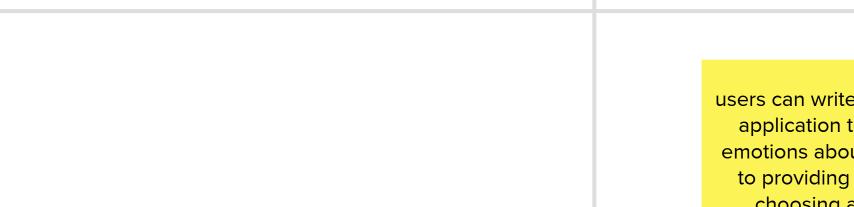


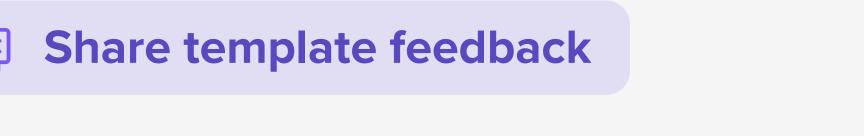












How does someone

They would have come across some
Advertisements in the websites they visit often

What do people

experience as they begin the process?

those who are a new user

Engage

In the core moments

in the process, what

Delivering the list of universities based on the evaluation result.

By evaluating the user data, the universities that the user is eligible to apply is displayed.

The university is chosen from the list that is displayed.