Customer	Awarenes	Consideration	Conversin	Customer Service	Loyalty
Customer Activity	cost university	Browsing through the web,play store or app store	Visiting the web-app	Live chat to ask for help(optional)	Uses the web app to predict admission chances
Customer Goals	chances of university	To find the best solution for their needs	Utilising the web-app	To resolve any issue quickly	To provide accurate and legitimate data
Customer Experience					
Solutions Potential Touchpoint(s)	Recommendation fro friends, social media, search engines, advertisements	Reviews, Ads	Web App	Web App, Quick updates on admission criteria	Social Media, Review sites
	University Admission Predictor - Customer Journey Map				