Customer	Awareness	Consideration	Conversion	Customer Service	Loyalty
Customer Activity	Searching for a 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(optional)	Uses the web app to predict admission chances
Customer Customer Goals	To get accurate result for chances of university admission	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

Team ID : PNT2022TMID45648