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

# 

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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 | 10/8/2022 | Powered by 