























































Project Design Phase – 2  
Customer Journey Map

Date	8 October 2022
Team ID	PNT2022TMID10525
Project Name	Project – University Admit Eligibility Predictor

SCENARIO	Entice	Enter	Engage	Exit	Extend
Online tool to determine a student's likelihood of admission to a university after completing their education	How does someone initially become aware of this process?	What do people experience as they begin the process?	In the core moments in the process, what happens?	What do people typically experience as the process finishes?	What happens after the experience is over?
<b>Steps</b> What does the person (or group) typically experience?	 AFTER SCHOOL, IS JOHN A STUDENT LOOKING FOR A PREDICTION MODEL?  LOOKING UP ANY PREDICTION MODEL ONLINE  A WEBSITE OR APP SEARCH  SELECT THE BEST MODEL TO PREDICTION	 REGISTERING  FILLING THE DETAILS  LOOKING UP ANY PREDICTION MODEL ONLINE	 PREDICTION SUCCESS  SEARCHING FOR OTHER RELATED UNIVERSITIES  GETS THE DESIRED RESULTS	 THEY ARE AWARE OF A NEW CHANNEL OF BEING ACCEPTED INTO THE COLLEGE (BY APP)  SUBMIT REVIEW  LOOKING UP ANY PREDICTION MODEL ONLINE	 RECOMMENDATIONS  SUGGESTION
<b>Interactions</b> What interactions do they have at each step along the way? • People: Who do they see or talk to? • Places: Where are they? • Things: What digital touchpoints or physical objects would they use?	 SMART PHONE  WEB BROWSER  USER INTERFACE	 REGISTERING PAGE  ENTER THE DETAILS  UNIVERSITY SELECTION PAGE APPEARS	 RESULT PAGE  UNIVERSITY SELECTION PAGE	 EXIT PAGE  FEEDBACK	 NOTIFICATIONS
<b>Goals &amp; motivations</b> At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")	 HELP GET A GOOD WORKING MODEL  HELP ME UNDERSTAND THE SOFTWARE MODEL  HELP ME SELECT UNIVERSITIES	 HELP ME REGISTER  HELP ME FILL MY SCORES  HELP ME SEARCHING AND SELECT THE COLLEGE	 HELP ME GET THE CORRECT PREDICTION	 HELP ME LEAVE PAGE  HELP ME PROVIDE FEEDBACK  HELP ME TO LEAVE THE APP	 HELP ME GET FREQUENT UPDATES
<b>Positive moments</b> What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	 A GOOD AND INTERACTIVE UI	 WELL DEVELOPED INTERFACE  DETAILED MODEL	 PREDICTION WITH GOOD PICTORIAL REPRESENTATION		 FREQUENT UPDATES AND SUGGESTIONS
<b>Negative moments</b> What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	 POOR INTERFACE  LESS ACCURACY MODEL	 LOW LEVEL INTERFACE	 UNSATISFYING OUTPUT  PREDICTION NOT UNDERSTANDABLE	 LACK OF FACILITY IN APP	 PREDICTIONS GO WRONG
<b>Areas of opportunity</b> How might we make each step better? What ideas do we have? What have others suggested?	 PROVIDE AN ACCURATE PREDICTION  PROVIDE A SIMPLER SUMMARY TO AVOID INFORMATION OVERLOAD		 PROVIDE A VISUALLY ENHANCED OUTPUT	 PROVIDE USERS WITH OTHER DETAILS	 UPDATING USERS WITH USEFUL NOTIFICATIONS