

Customer 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.

Created in partnership with





University Admit Eligibility Predictor

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As you add steps to the experience, move each these "Five Es" the left or right depending on the scenario you are documenting.

Predicting the universities users can get admit to	Entice How does someone initially become aware of this process?	Enter What do people experience as they begin the process?	Engage In the core moments in the process, what happens?	Exit What do people typically experience as the process finishes?	Extend What happens after the experience is over?
Steps What does the person (or group) typically experience?	Search for a predictor tool Most users discover the platform through browsing User visits our website	Enter marks and qualifications User types their marks and qualifications for predicting the universities Select course and preferences Select the course preferences and other preferences the user has for universities	Get a list of predicted universities The user gets a list of universities they are eligible for. And they can search information about Browse through predicted universities The user browses through the list and can select their most suitable one based on their	Knows where to apply Now the user knows the universities that they are eligible for Knows the entry process for predicted universities The user can get the information about the entry process in the predicted universities	User apply for the universities The user can apply for the predicted universities
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me" or "Help me avoid")	Help me check the universities I am eligible for eligible for	Help me see the courses I am eligible for in the university I want to go Help me know the criteria for getting into my dream university	Help me get the list of universities I can get into Help me know more about the predicted universities	Help me know about the entry process of a predicted university Help me know about the fees structure and scholarships available in particular university	Help me see the placement activities in the college Help me see what I could be doing next
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	Found the website they can be able to check their admit eligibilty Easy Accessibility	User friendly platform Easy process to predict	When they got to know they are eligible for their dream university When they got to know their course preference is available for their quaification	Knowing the list of universities they can get into Knowing the entry process and criteria of their dream university	Knowing the facilities in the predicted colleges If the fees structure is feasible provided is formula in the predicted provided is feasible provided in the provided provided is feasible provided in the provided pro
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	Delay in setting up an account confirmation	Asking unnecessary details If some courses are missing from the list of preferences	Delay in predicting If they are no eligible for the university they want to get into	If the details about universities are not clear enough If the predicted list is wrong	If the predicted colleges has different criteria other than the one mentioned in the platform If the information has mistakes
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	Making the registration process simple and easy Providing a facility that the user can use the website for a limited number of times without login	Asking for the necessary details only Making sure that no required details are missing	To use an efficient algorithm Remember to take account of all the important criteria	Provide the university website along with the details Frequently checking the criteria of universities	Giving a satisfying results to the users Improving the platform based on user feedback