

Project Design Phase-II

Customer/User Journey Map

Date	05 November 2022
Team ID	PNT2022TMID11646
Project Name	University Admit Eligibility Predictor
Maximum Marks	4 marks

Customer Journey Map:

Journey Steps Which step of the experience are you describing?	Discovery Why do they even start the journey?	Registration Why would they trust us?	Onboarding and First Use How can they feel successful?	Sharing Why would they invite others?
Actions What does the customer do? What information do they look for? What is their context?	Take a Tour To Search for Eligibility Criteria to get Admission in an University	By Clicking on the Help icon The user Completes User Profile Search for Universities	The user enters their Academic Information Enter a Particular Preferred Location in India Search for Desired Universities	To Know the List of Universities they are Eligible To know the details about the Universities in their preferred Locations
Needs and Pains What does the customer want to achieve or avoid? Tip: Reduce ambiguity, e.g. by using the first person narrator.	Help to get Information about the Universities Help to find the eligible University	Help to find relevant information about the Universities Help to find the Location of the University	To know about the Academic details needed Help to navigate through the website To Know about the eligibility criteria for Universities	Help to find the University information Help to know what to do next
Touchpoint What part of the service do they interact with?	Free Registration Information about the University they search	Academic profile section of the website The Location select section of the website The Department select section of the website	The University select section of the website The Link to the Location and University website The filtering section of the website	The share section of the website
Customer Feeling What is the customer feeling? Tip: Use the emoji app to express more emotions				
Backstage				
Opportunities What could we improve or introduce?	To search about the Universities that they are eligible		They come to know about the Universities they are eligible in their preferred location	
Process ownership Who is in the lead on this?	 User	 User	 User	 User and the admin