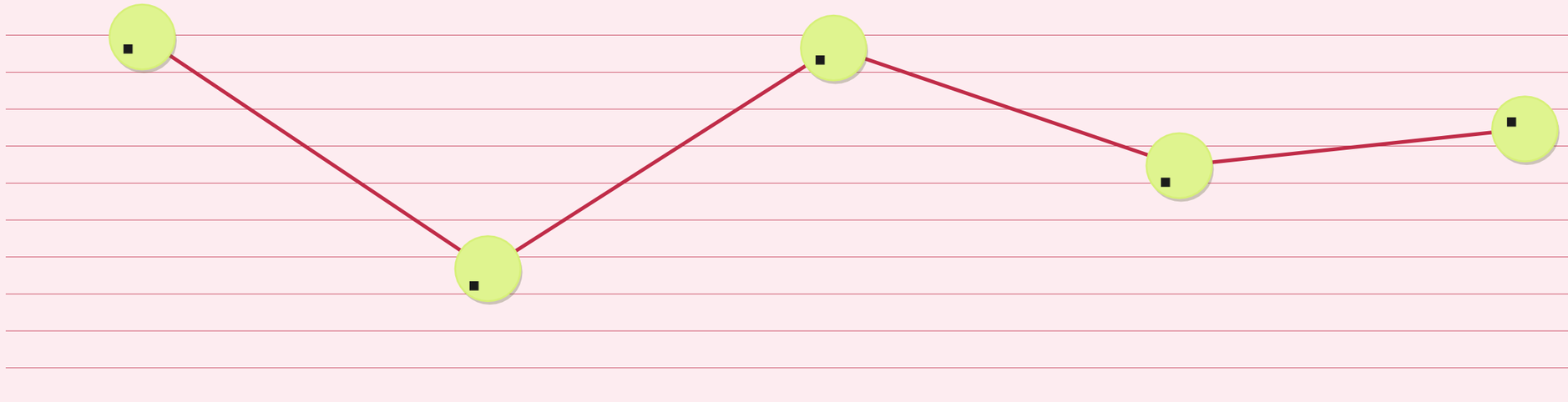
Customer	Awareness	Consideration	Conversing	Customer Service	Loyalty
Customer Activity	See Social Media campaign	Research competitors	Visiting the web-app	Live chat to ask for help(optional)	Make anthor purchase Share the experience. .
Customer Customer Goals	To get accurate result for chances of university 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 for friends, social media, search engines, advertisements	Reviews, Ads New website visitor.	Web App	Web App, Quick updates on admission criteria	Social Media, Review sites



Project title: University Admission Predictor - Customer Journey Map

Team ID: PNT2022TMID20240