







Project Design Phase-II Customer Journey Map

Date	08 October 2022
Team ID	PNT2022TMID36734
Project Name	University Admit Eligibility Predictor
Maximum Marks	2 Marks

Customer Journey Map:

Journey Steps Which step of the experience are you describing?	Awareness		Research		Selection	Registration	Use		Retention	
Actions What does the customer do? What information do they look for? What is their context?	Looking for an university/college based on their eligibility		Searching for College comparison tools and admission prediction tools	Collecting information like students, placements, environment of the colleges	Shortlist their options	Deciding on the most reliable tool/solution for admit prediction	Profile Entry and Onboarding	Predict their admission chances	Interact with Education experts through app	Provide reviews about their experience and the colleges they have been enrolled to
Needs and Pains What does the customer want to achieve or avoid? Tip: Reduce ambiguity, e.g. by using the first person narrator.	Verified information	Outdated info	Too many options	To predict their admission chances	Not accurate tools & paywalls	Cheap & Ease of use	Quick Setup	Customer Support		
Touchpoint What part of the service do they interact with?	Search Engine Results	Through Advertisements	Articles about admissions		Availability of tool on multiple platforms		Hints and User Guides	Admission/ College related news feed		
Customer Feeling What is the customer feeling? Tip: Use the emoji app to express more emotions.										
Backstage										
Opportunities What could we improve or introduce?	Providing a list of colleges + eligibility criteria	Providing verified and up to date Information	Providing most accurate predictions		Providing better results and customer satisfaction		Intuitive UI/UX	Provide support and Guidance throughout the admission process		Regular Interactions and provide post admission support