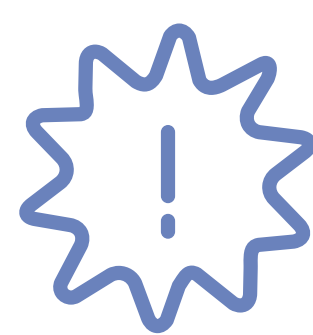
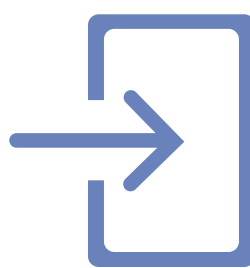


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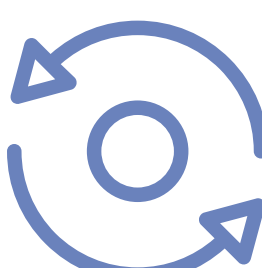
Entice

How does someone initially become aware of this process?



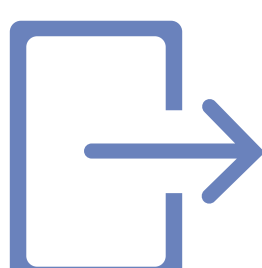
Enter

What do people experience as they begin the process?



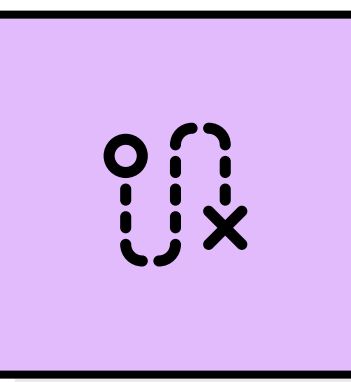
Engage

In the core moments in the process, what happens?



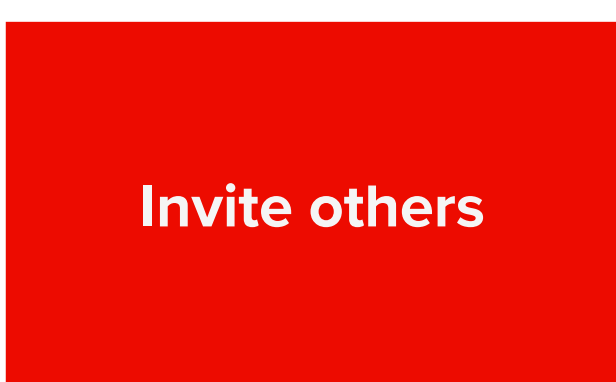
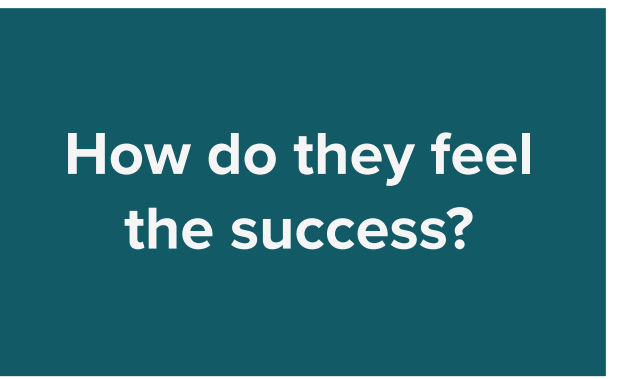
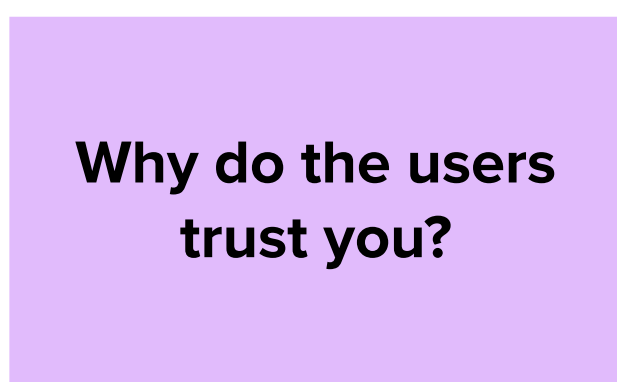
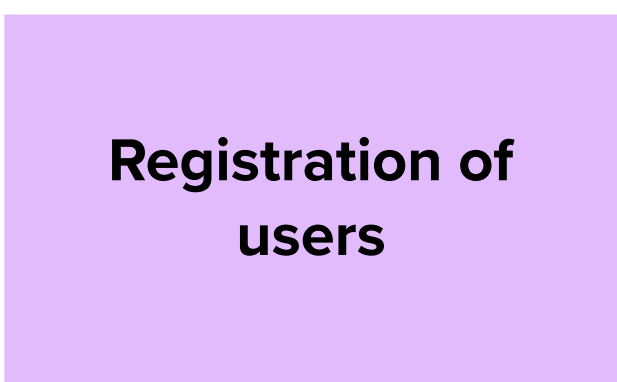
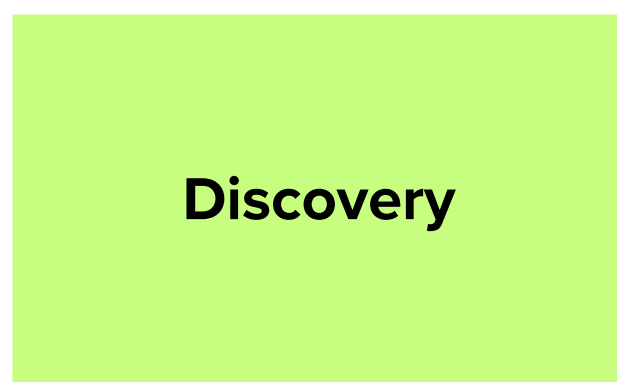
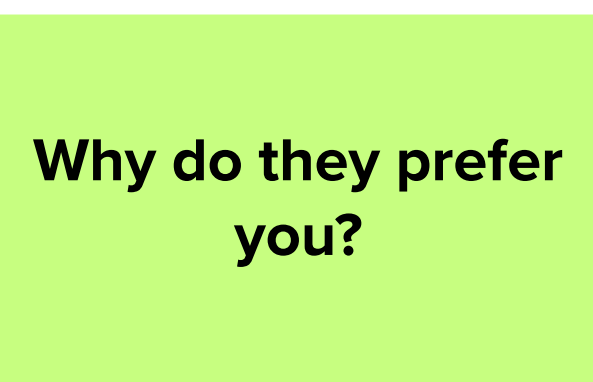
Exit

What do people typically experience as the process finishes?



Steps

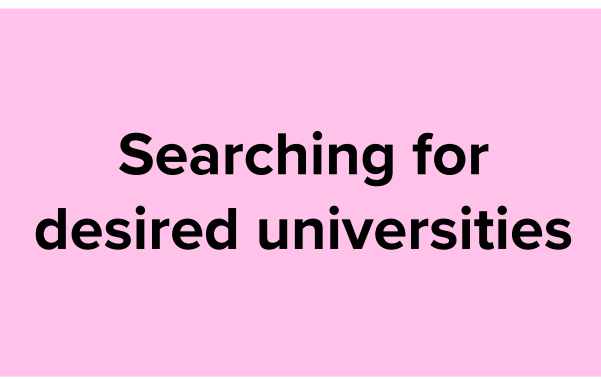
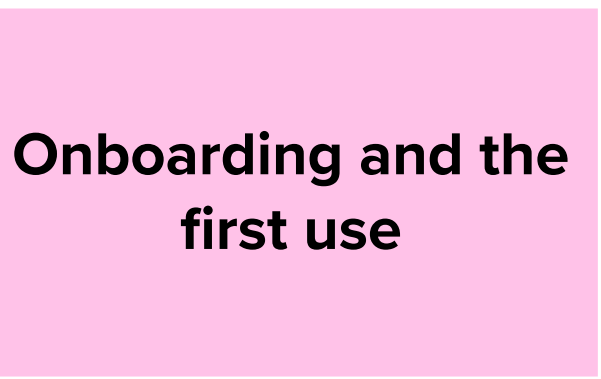
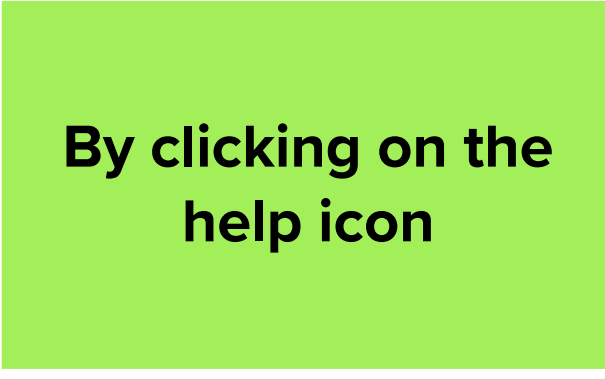
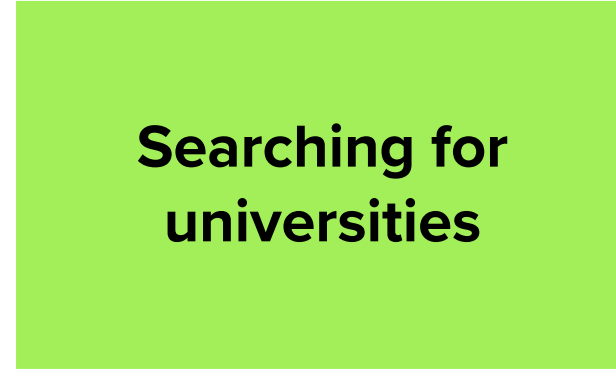
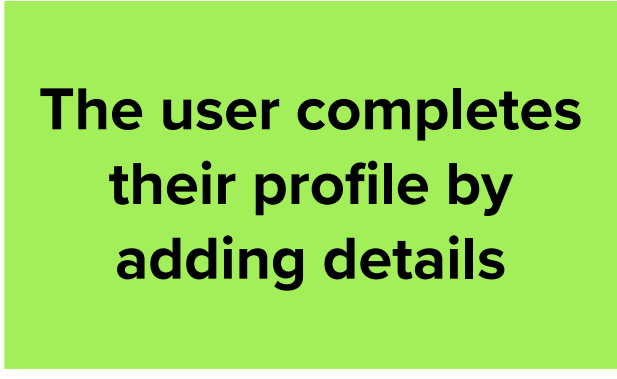
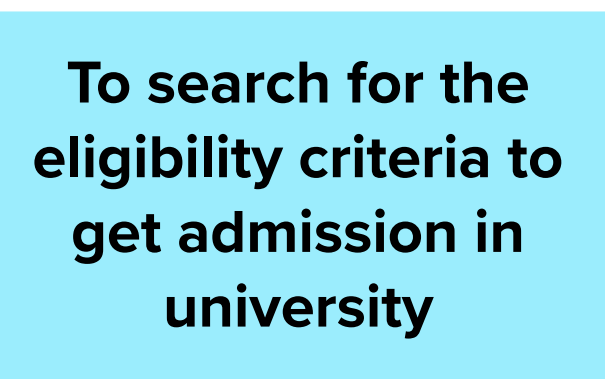
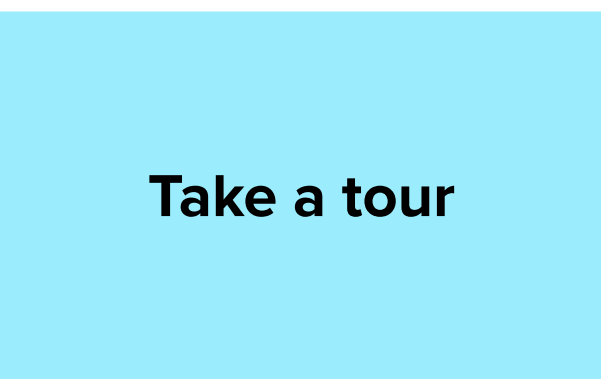
What does the person (or group) typically experience?



Interactions

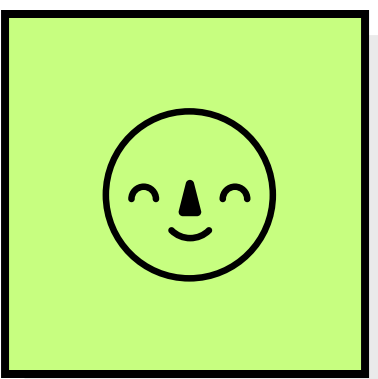
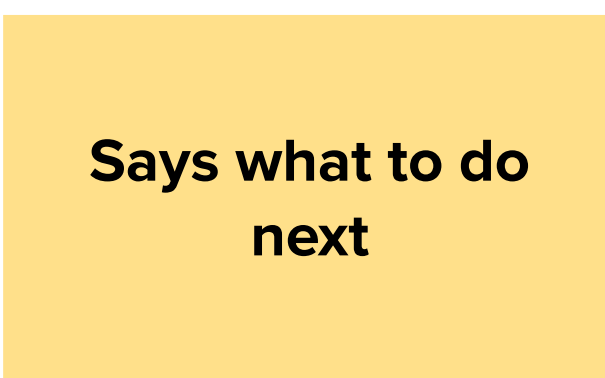
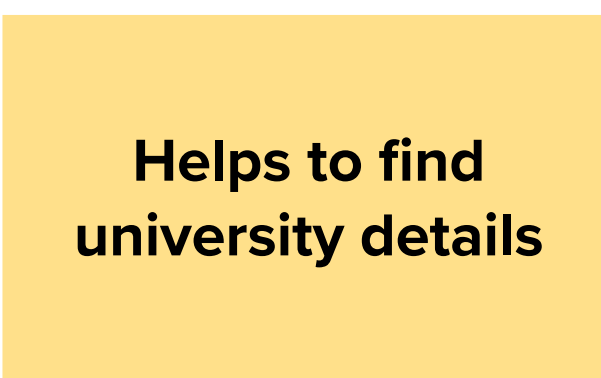
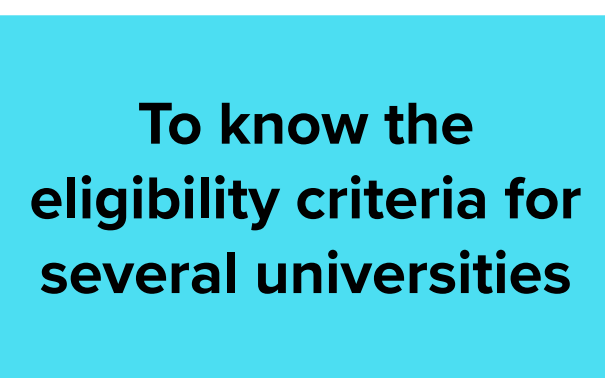
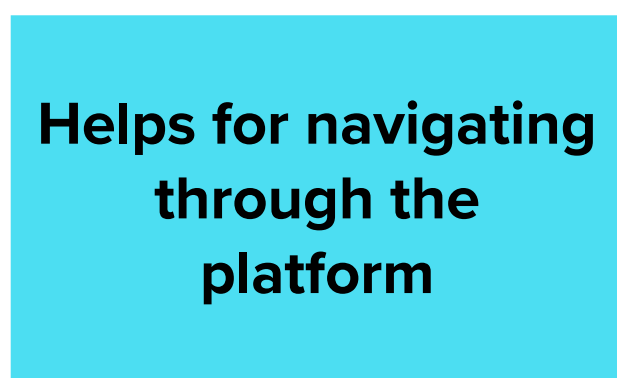
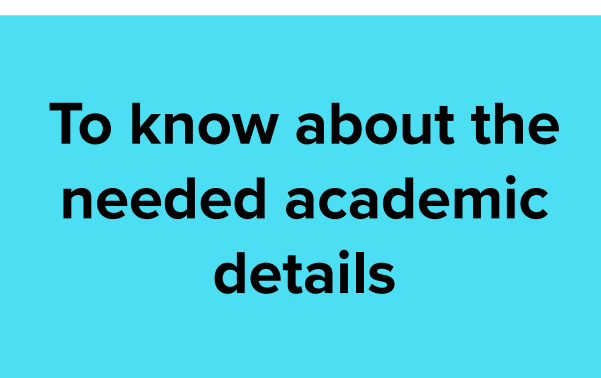
What interactions do they have at each step along the way?

- **People:** Who do they see or talk to?
- **Places:** Where are they?
- **Things:** What digital touchpoints or physical objects would they use?



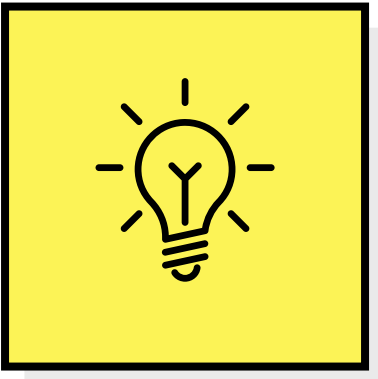
Goals & motivations

At each step, what is a person's primary goal or motivation?
("Help me..." or "Help me avoid...")



Customer Feeling

How do the customers feel?



Areas of opportunity

How might we make each step better? What ideas do we have?
What have others suggested?

To Search for the university that they are eligible for

List of all the universities and their details

The students come to know about the universities they are eligible as they prefer

Prefer the university based on their desires