PROJECT DESIGN PHASE 2

CUSTOMER JOURNEY MAP

DATE	2 November 2022
TEAM ID	PNT2022TMID54205
PROJECT NAME	Project – University Admit Eligibility Predictor

SCENARIO

Online tool to determine a student's likelihood of admission to a university after completing their education

	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?	AFTER SCHOOL IS DONE A STUDENT LOOKS FOR A PREDICTION MODEL; LOOKING UP ANY PREDICTION MODEL ONLINE; A WEBSITE OR APP SEARCH; SELECT THE BEST MODEL TO PREDICTION	REGISTERING; FILLING THE DETAILS; LOOKING UP ANY PREDICTION MODEL ONLINE	PREDICTION SUCCESS; SEARCHING FOR OTHER RELATED UNIVERSITIES; GETS THE DESIRED RESULTS	FEELS THE SHARE OF CONFIDENCE AS THEY GET THE COLLEGE THEY WANT; SUBMIT REVIEW; LOOKING UP ANY PREDICTION MODEL ONLINE	RECOMMENDATIONS; SUGGESTION
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?	SMART PHONE; WEB BROWSER; USER INTERFACE	REGISTER IN THE APP; ENTER THE DETAILS; UNIVERSITY SELECTION PAGE APPEARS	RESULT PAGE; UNIVERSITY SELECTION PAGE	EXIT PAGE; FEEDBACK	NOTIFICATIONS
Goals & motivations — At each step, what is a person's primary goal or motivation? ("Help me…" or "Help me avoid…")	HELP GET A GOOD WORKING MODEL; HELP ME UNDERSTAND THE SOFTWARE MODEL; HELP ME SELECT UNIVERSITIES	HELP ME REGISTER; HELP ME FILL MY SCORES; HELP ME SEARCHING SELECT THE COLLEGE	HELP ME GET THE CORRECT PREDICTION	HELP ME LEAVE PAGE; HELP ME PROVIDE FEEDBACK; HELP ME TO LEAVE THE APP	HELP ME GET FREQUENT UPDATES
Positive moments — What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	A GOOD AND INTERACTIVE UI	WELL DEVELOPED INTERFACE; DETAILED MODEL	PREDICTION WITH GOOD VICTORIAS REPRESENTATION		FREQUENT UPDATES AND SUGGESTIONS
Negative moments — What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	POOR INTERFACE; LESS-ACCURACY MODEL	LOW LEVEL INTERFACE	UNSATISFYING OUTPUT; PREDICTION NOT UNDERSTANDABLE	LACK OF FACILITY IN APP	PREDICTIONS GO WRONG
Areas of opportunity — How might we make each step better? What ideas do we have? What have others suggested?	PROVIDE AN ACCURATE PREDICTION; PROVIDE A SIMPLER SUMMARY TO AVOID INFORMATION OVERLOAD		PROVIDE A VISUALLY ENHANCED OUTPUT	PROVIDE USERS WITH OTHER DETAILS	UPDATING USERS WITH USEFUL NOTIFICATIONS