Customer	AWARENESS	CONSIDERATION	CONVERSION	CUSTOMER SERVICE	LOYALTY
ACTIVITY	To search for a service that provides free of cost prediction	Explore more about the application	Visit the application through web	A chatbot to assist	Use the application to predict the eligibility admit for universities
GOALS	To achieve a better and accurate result	Find for best choice to select	More time spent in the application to utilise the most out of it.	Assist any query raised by the user i quick time	Provide exact and accurate data each time.
EXPERIENCE	♥	♥	♥	♥	♥
POTENTIAL TOUCHPOINT	More promotion through sharing and other means of Social media	Advertisements and reviews given by other customers	Web Application	Faster solutions to queries raised by the user	Social media and other sites