

Document an existing experience

Narrow your focus to a specific scenario or process within an existing product or service. In the **Steps** row, document the step-by-step process someone typically experiences, then add detail to each of the other rows.

TIP

As you add steps to the experience, move each these “Five Es” the left or right, depending on the scenario you are documenting.

Customer experience journey map

Use this framework to better understand customer needs, motivations, and obstacles by illustrating a key scenario or process from start to finish. When possible, use this map to document and summarize interviews and observations with real people rather than relying on your hunches or assumptions.

Created in partnership with

SCENARIO

Browsing, booking, attending, and rating a school to make a prediction for college

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?

[ Checking the Other Website's ]

Students find many websites on the internet, but they are not predictable

[ Searching of Colleges ]

Offline viewing of the colleges is not feasible and time consuming

[ Need of the Project ]

The current website overcomes the difficulties of it's predecessors.

[The User Login the website]

The user enters in with the login credentials provided uniquely

[ Enters Scores ]

After entering the portal user fills the marks obtained.

[ Enters Scores Continuation ]

The primary mark is 10th Grade and the secondary is competitive exam scores.

[ Choose College ]

Selects the college from the list that is been provided by the website.

[ Analysis ]

Scores entered and the college selected will be analyzed.

[ Report - I Generation ]

After completion of analysis, the first result of the availability of the selected college by the candidate.

[ Report - II Generation ]

Now if the candidate is not satisfied with its result, the list of colleges with a period of 10 days available for all other colleges.

[ Course Wise ]

After the selection of the college, the course selection is been done.

[ Course Cut-off ]

The courses available in the college and the courses the candidate is eligible to apply are displayed.

[ Courses of other Colleges ]

All the courses are not precise to the students, then the courses from other colleges are been displayed in addition.

[ The list of colleges will be viewed ]

The colleges are been shortlisted based on the details provided by the student scores.

[ Logout of the Website ]

The user exits after receiving the prediction of the colleges

[ Recommendation of the website ]

After the success about the prediction of the college, the users can be extended from using the website.

[ Feedback ]

Recommending the changes that can be done in the website to have a better experience the next time.

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?

The user gives the details to the client on the requirements of the website.

The user interaction will take in person to get to know of the requirements

Index card based numbering of the activities to build the product

The details that needs to be collected for user login ?

The details entered by the user in web portal will be verified with the database and allows access.

The database and server that are going to be used in the product ?

The numbered tasks is been carried out to design the product

The dataset is collected ?

What are the data's that are to be included in the dataset?

The dataset includes the student scores and college list

Algorithms going to be used for training the dataset

Source that is going to be used to check the working of the model ?

Platform for training the mode ?

The page loads within 3 to 5 seconds of clicking the link

The model is been tested with the accuracy rate of above 70% ?

All the scores that are to be included on the comfort of the students is added ?

Will the students search results are getting saved ?

How much the prediction rate can be expected from the model ?

Which cloud deployment model will be used for the product ?

Will the UI design be comforting the users ?

Will the helpline for contact be provided ?

Will the colleges be displayed besides the user selection ?

The expected response from the product side for the customers ?

Will the mental stress and pressure be reduced after coming out of the website ?

Getting to know of the resources to be used for the website development

The cost and money requirements needs to a analyzed.

The customers needs to be given a beta test of the product that is to be developed.

The server time of the website is been duly noted.

Goals & motivations

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

Ease of use of the website by the users

Asking the basic details of the students, Eg. 10th marks, competitive exam marks.

Providing the analysis based on the scores.

The scores needs to be categorized based on different scores for different condition. The variation needs to be shown.

Course cut-off based prediction needs to be made.

The ease of use for adding marks

List must contain all the colleges in a particular state

Course cut-off needs to be uploaded separately

Abroad college lists needs to be given separate

The need to re-login can be made based on user's wish

Positive moments

What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?

Avoiding repeated login to the portal

Having a good UI design making to comfortable to use.

The freedom to check the availability of college without login to the website

The scores are giving accurate prediction of the colleges

The list of colleges and universities to choose from.

Easy to add scores and differentiation of scores

Variety of scores provides, variety of colleges to view from the list.

Providence of demo video for the new users to use the website

Prediction rate is accurate at the range of 80 to 95%

Lots of choices of colleges abroad along with the scores

Option for saving the searched colleges to look into them again

Satisfaction of receiving the right career college to go.

Reduces the time to go in search of individual colleges

Reduces the worries among parents and students

24 / 7 working gives the access to the user at anytime of the day

Lots of options to explore makes the user to recommend and revisit

Not all the available entry scores are made visible

The scores are visible to enter only after filter of exams by the user

Ability to prefer one college and look for the prediction of getting into it.

Course list cut off gives an edge of almost selecting the college for the candidate.

Colleges aim of giving the cut-off expectation is more impressive

Giving the other options of other colleges from the list that is available

Immediate response to the problems faced during view of the website

Feedback is asked to report their issues

Negative moments

What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?

The response time from the server to load the page is high.

Repeated Login, even the internet connection is lost or closed the tab.

The college list is not sufficient to select for prediction

Abroad college list not available

Abroad college list not available

Not enough guidance to use the website

Shows error of not coinciding with the marks with the college

Abroad college prediction scores are not allotted

Feedback option not available

Unable to contact the team to report the problems faced in the website

Forgot password takes long time to send the link to mail

Needs to enable all the options for various exam scores that are present

The password or email is been said as invalid when trying to login?

Variety of scores not available

Not enough scores to enter and predict the colleges

Prediction rate is very poor

Areas of opportunity

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

Only one time login is to be introduced, to avoid repetition.

Abroad colleges / universities list to be included.

College list can be extended from one state to multiple states.

Extending the list for foreign universities

What will be the prediction rate ?

Will the prediction rate vary for courses and colleges ?

If the idea of abroad institutions, what are the scores that are required to do the analysis.

To get to know of the first cut-off by colleges for each of the course that are been offered by them.

Can the viewed results of the college be sent to email of the user?

Do the individual user needs to retype the scores again or can be set as default of the first search ?

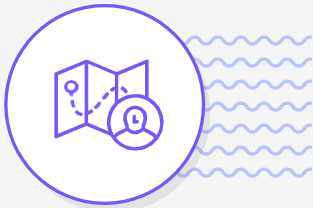
Will this be product be commercialized on a public sector level ?

Besides university prediction, is there any other thing can be included in the website ?

What are the essential

Displaying the results of the college already

Share template feedback



 Product School



To collect scores from many students, to increase the efficiency.

student details that needs to be obtained to have a better experience?

visited in the dashboard.

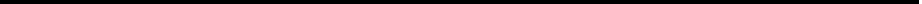
Can the prediction rate be exactly 100% ?

How many users can login and use the website at the same time?

If the idea of ahead institutions, what are the scores that are required to do the analysis.

The login credentials be sent to the email for easy retrieval?

The feedback from users be used for updating the website ?



Will the funding be provided from the investors for development ?

