Customer Journey Map

	Dicovery — Why do they even start the journey?	Registration — Why would they trust us?	Onboarding and First Use — How can they feel successful?	Sharing — Why would they invite others?
Journey Steps — Which step of the experience are you describing?	To learn about the eligibility criteria of different universities · Search for eligibility predictors online. · They ask around about the different predictors available in the market and their pros and cons	Customers are assured of enhanced security features than other predictors · They can refer the customer reviews section which serves as an evidence of our reliability · There is no undue promotion of any university.	The predictor is designed in such a way that it is easy to navigate through it · The UI is very smooth and decluttered which ensures a very good user experience. · The customer are provided with a detailed working procedure of the model	They will spread the word about the predictor if they get admitted into the universities of their choice as predicted. · The advanced security features and easy to use aspect of our predictor is our USP · Since the predictor is free to use with no 'premium' features, it'd push them into referring the predictors to others
Actions — What does the customer do? What information do they look for? What is their context?	They don't want to be misled by unreliable predictors. · To know about their chances of getting admitted Into different universities · They would want to learn about the admission process of different universities.	A video tutorial an how to use the platform would be made available to the users · They want to avoid being led into a trap by predictors promoting certain universities for their own gain. · We assure them of a safe and secure predictor which is not prone to data theft.	They are provided with their eligibility chances with astounding accuracy · No ads are displayed while using our predictor thereby resolving one of the major concerns of a user · The customer are provided with a detailed working procedure of the model	The predictor is easy to use even for novices · User experience in our case will always be better than most other predictors found online · They would Invite others if they find the predictor to be reable enough.
Needs and Pains — What does the customer want to achieve or avoid? Tip: Reduce ambiguity, e.g. by using the first person narrator.	Google results for 'University admit predictor' in which our predictor might be present as well · Customer reviews section in the predictor.	A detailed video tutorial explaining the working procedure of the predictor · Registration page in which they fill out their personal detials. · A complete disclosure of our non-alliance with any university is provided to the customer	A 'near accurate estimation of their chances of getting admitted into different universities based on their scores is displayed · They are asked to fill out their marks and CGPA, while assured of complete security against data theft · A comparison between admission rates of the universities previously and our estimated chances are provided to the user.	They are asked to rate our predictor based on the user experience. · They can write customer reviews in our reviews section which plays a major part in attracting new customers. · They are requested to refer the predictor to others in their social circle if they are impressed with it
Touch Points — What part of the service do they interact with?				
Customer Feeling — What is the customer feeling? Tip: Use the emoji app to express more emotions				
Backstage				
Opportunities — What could we improve or introduce?	Efforts should be made to ensure that our predictor is easily discoverable among all the other predictors available online	Registration process can be made simpler to further enhance the user experience.	The accuracy could always be increased by fine-tuning the algorithm on a time to time basis.	Rewards for referrals can be introduced to entice them into sharing the word about our predictor