

# CUSTOMER JOURNEY MAP

**CUSTOMER**

Awareness  
Consideration  
Conversion  
Customer Service  
Loyalty

**CUSTOMER ACTIVITY**

Searching for the free of cost university admission prediction  
  
Browse and visit through the web app store  
  
Uses the web app to predict admission changes

**CUSTOMER GOALS**

To get accurate result for chances of university admission  
  
To find the best solution for their needs  
  
To resolve any issue quickly  
  
To provide accurate and legitimate data

**CUSTOMER SURVEY**

Make listening to customers top priority across the business  
  
Use customer feedback to develop an in-depth understanding of your customers  
  
Implement a system to help you collect feedback, analyze it, and act on it regularly

**SOLUTIONS**

Recommendation for friends, social media, search engines  
  
Web app and quick updates on admission criteria  
  
Social media, review sites