







Journey Steps Which step of the experience are you describing?	Awareness	Research	Selection	Registration	Use	Retention
Actions What does the customer do? What information do they look for? What is their context?	Looking for an university/college based on their eligibility	<div>Searching for College comparison tools and admission prediction tools</div> <div>Collection information like academic, placements, environment of the colleges</div> <div>Shortlist their options</div>	Deciding on the most reliable tool/solution for admit prediction	Profile Entry and Onboarding	<div>Predict their admission chances</div> <div>Interact with Education experts through app</div>	Provide reviews about their experience and the colleges they have been enrolled to
Needs and Pains What does the customer want to achieve or avoid? <i>Tip: Reduce ambiguity, e.g. by using the first person narrator.</i>	<div>Verified information</div> <div>Outdated info</div> <div>Too many options</div>	<div>To predict their admission chances</div> <div>Not accurate tools & paywalls</div>	<div>Cheap & Ease of use</div>	<div>Quick Setup</div>	<div>Customer Support</div>	
Touchpoint What part of the service do they interact with?	<div>Search Engine Results</div> <div>Through Advertisements</div>	<div>Articles about admissions</div>	<div>Availability of tool on multiple platforms</div>	<div>Hints and User Guides</div>	<div>Admission/ College related news feed</div>	
Customer Feeling What is the customer feeling? <i>Tip: Use the emoji app to express more emotions</i>						
Backstage						
Opportunities What could we improve or introduce?	<div>Providing a list of colleges + eligibility criteria</div> <div>Providing verified and up to date information</div>	<div>Providing most accurate predictions</div>	<div>Providing better results and customer satisfaction</div>	<div>Intuitive UI/UX</div>	<div>Provide support and Guidance throughout the admission process</div>	<div>Regular interactions and provide post admission support</div>

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