Project Design Phase-II
Customer Journey map

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Project Name	University Admit Eligibility Predictor

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

Product School

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Open example →

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.

SCENARIO
Browsing, booking, attending, and rating a local city tour

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
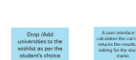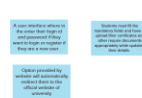What do people typically experience as the process finishes?

Steps
What does the person (or group) typically experience?

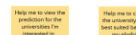| Entice	Enter	Engage	Exit
Recommendations / Advertisements · Experts and career guidance · Self Interest · Choose university	Register / Login · Update Details	Interested universities · Prediction	Logout
Students learn about the eligibility predictor from advertisements and referrals from other people · From career analysts and professionals, students will come to know about our eligibility predictor · Choose the university from the list that the website has provided	Students register if they are a new user · Students fill their details, grades and academic history	Collect the list of universities the student is interested in · Predicting the list of eligible universities from the student's wishlist	After completing the process, students leave the website

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?

Entice	Enter	Engage	Exit
They would have come across recommendations in the websites they visit often · Students will come to know about career guidance programs through negative or positive word of mouth and the program either in person or in digital mode · Students start searching the internet about the eligibility predictor	A user interface where on the writer than login id and password if they want to login or register if they are a new user · Option provided by website will automatically redirect them to the official website of university	Drop /Add universities to the wishlist as per the student's choice · A user interface that calculates the cut off and returns the results, after asking for the student's marks · If the users aims to know about a particular course, an option provided by the website will display the scope of that course	Users can log out by clicking the log out button on the navigation bar

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

Entice	Enter	Engage	Exit
Help me choose the right university · Help me to know about the admission predictor	Help me to login with more than one email · Help me in joining the desired university	Help me to view the prediction for the universities I'm interested in · Help me to choose the university that is best suited based on my eligibility	Helps me to logout successfully by preventing access to my account by unauthorised person

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

Entice	Enter	Engage	Exit
Advertisements induce the users to use the admission predictor · The user's interest will rise if you give them the knowledge on how to predict their admission possibilities	Provide an interactive personalized part for updating their details · A simple and user friendly user interface available to users	Reliably predicting the chances of admission to an university · Students learn more about the specifics of their selected university and the courses it offers	Users have the trust that their data is in safe hands

Areas of opportunity

How might we make a step better? What ideas do you have? What have others tried?

Entice	Enter	Engage	Exit
Misinterpretation of guidance from career analyst · The commercials may be fake	University names might be wrongly chosen due to oversight error · Entering wrong details leads to inappropriate prediction	Leads to disappointments they are not eligible to choose their desired course · Students may get confused to choose the proper university	While using public computer their account is at the risk of unauthorized access if not logged out properly
Provide an accurate prediction · Provide a simpler summary to avoid information overload		Provide a visually enhanced output	Provide users with other details