




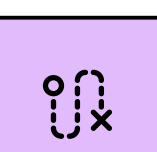


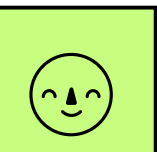
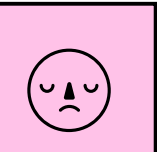


# Customer experience journey map



**TIP**  
as you choose university  
drop it to the check list to  
change the university  
selection

<div><div>SCENARIO</div><div>Browsing, which university to be selected</div></div>	<div><div></div><div>Entice</div><div>How does someone initially become aware of this process?</div></div>	<div><div></div><div>Enter</div><div>What do people experience as they begin the process?</div></div>	<div><div></div><div>Engage</div><div>In the core moments in the process, what happens?</div></div>	<div><div></div><div>Exit</div><div>What do people typically experience as the process finishes?</div></div>	<div><div></div><div>Extend</div><div>What happens after the experience is over?</div></div>
<div><div></div><div>Steps</div><div>What does the person (or group) typically experience?</div></div>	<div><div>Recommendations/Advertisements</div><div>Students hear about the eligibility predictor from advertisements and referrals from other people.</div></div> <div><div>Experts and Career Guidance</div><div>From career analysts and professionals, students will come to know about our Eligibility Predictor</div></div> <div><div>Self Interest</div><div>Out of their own curiosity and self-interest, students come to know about our eligibility predictors</div></div>	<div><div>Register / Login</div><div>Students register if they are a new user else login</div></div> <div><div>Update Details</div><div>Students fill their details, grades and academic history</div></div> <div><div>Choose University</div><div>Choose the University from the list that the website has provided</div></div>	<div><div>Interested Universities</div><div>Collect the list of Universities, the student is interested in</div></div> <div><div>Prediction</div><div>Predicting the list of Eligible Universities from the student's wishlist</div></div> <div><div>Choose the University</div><div>The University is chosen from the list that is displayed</div></div> <div><div>Choose the Course</div><div>List of courses that the students are eligible to apply are displayed</div></div>	<div><div>Logout</div><div>After completing the process, students leave the website</div></div>	<div><div>Feedback</div><div>Feedback is gathered for future enhancements in the application</div></div>
<div><div></div><div>Interactions</div><div>What interactions do they have at each step along the way?<ul style="list-style-type: none"><li>■ <b>People:</b> Who do they see or talk to?</li><li>■ <b>Places:</b> Where are they?</li><li>■ <b>Things:</b> What digital touchpoints or physical objects would they use?</li></ul></div></div>	<div><div>They would have come across Recommendations on the websites they visit often</div></div> <div><div>Students will come to know about our pricing programs through magazines or advertisements and print this program either in person or through email</div></div> <div><div>Students start searching the internet about the eligibility predictor</div></div>	<div><div>A User Interface wherein the user enter their login id and password if they want to login or register if they are a new user</div></div> <div><div>Students must fill the mandatory fields and have to upload their certificates and other relevant documents appropriately while entering their details.</div></div> <div><div>Option provided by website will automatically redirect them to the official website of University</div></div>	<div><div>Drop/Add Universities to the wishlist as per the student's choice</div></div> <div><div>The university can be chosen from the list as the users wishes to</div></div> <div><div>A user interface that calculate the cut-off and returns the results, after asking for the student's marks</div></div> <div><div>If the user wants to know about a particular Course, an option provided by the website will display the scope of that course</div></div>	<div><div>Users can log out by clicking the Log out button on the Navigation Bar</div></div>	<div><div>Users will be able to fill the feedback at their own will</div></div>
<div><div></div><div>Goals &amp; motivations</div><div>At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")</div></div>	<div><div>Help me choose the right University</div></div> <div><div>Help me to know about the admission predictor</div></div> <div><div>Help me avoid the trouble of predicting the chances of admission by visiting each college in physical mode</div></div>	<div><div>Help me to Login with more than one email</div></div> <div><div>Help me to view the percentage of how much I have updated my details</div></div> <div><div>Help me in joining the desired University</div></div>	<div><div>Help me to view the prediction for the universities I'm interested in</div></div> <div><div>Help me to be aware of my eligibility to join a particular university</div></div> <div><div>Help me to choose the university that is best suited based on my eligibility</div></div>	<div><div>Help me to log out successfully preventing access to my account by an unauthorized person</div></div>	<div><div>Help me to express my feedback with complete liberty</div></div>
<div><div></div><div>Positive moments</div><div>What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?</div></div>	<div><div>Advertisements induce the users to use the Admission Predictor</div></div> <div><div>It gives the students in-depth knowledge and motivation to use Admission Predictor.</div></div> <div><div>The user's interest will rise if you give them the knowledge on how to predict their admissions possibilities.</div></div>	<div><div>A simple and user friendly user interface available to users</div></div> <div><div>Provide an interactive, personalised part for updating their details</div></div> <div><div>Knowing their eligibility and possibilities of admission to their preferred university increases the student's enthusiasm</div></div>	<div><div>The user is more at ease as he's given the prediction only for the universities of his own interest</div></div> <div><div>Reliably predicting the chances of admission to a university</div></div> <div><div>Reliably predicting the chances of admission to a university</div></div> <div><div>Students learn more about the specifics of their selected university and the courses it offers</div></div>	<div><div>Users have the trust that their data is in safe hands</div></div> <div><div>Users are happy to leave the app after receiving the best outcome</div></div>	<div><div>Allowing users to easily access their accounts will make them feel good</div></div>
<div><div></div><div>Negative moments</div><div>What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?</div></div>	<div><div>The Commercials may be fake</div></div> <div><div>Misinterpretation of Guidance from Career Analyst</div></div>	<div><div>When the user is not able to Register/Login (Entering the Invalid Credentials)</div></div> <div><div>Entering wrong details leads to inappropriate prediction</div></div> <div><div>University names might be wrongly chosen due to oversight error</div></div>	<div><div>Prediction may go incorrect if their details are not entered correctly</div></div> <div><div>When predicting the outcome takes long time, they feel frustrated</div></div> <div><div>Students may get confused to choose the proper University</div></div> <div><div>Leads to disappointments they are not eligible to choose their desired course</div></div>	<div><div>While using public computer their account is at the risk of unauthorized access if not logged out properly</div></div>	<div><div>Asking for feedback each and every time frustrates the user</div></div>

## Areas of opportunity

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

Provide an  
appealing  
interface.

Provide a simpler  
summary to avoid  
information  
overload

Enabling the autofill  
option when the  
students login

Students can update  
their profile  
whenever required

Optimizing the Data  
Model to achieve  
fast and accurate  
results

Scope for each  
course is displayed

The user account will  
automatically log out  
if the application is  
not used for a while

Users can write reviews  
of the app in addition  
to providing feedback by  
choosing alternatives



Feedback icon  
or any other icon  
that represents the  
feedback icon

Feedback icon