Project Design Phase – 2

Customer Journey Map

Date	8 October 2022
Team ID	PNT2022TMID31909
Project Name	Project – University Admit Eligibility Predictor

SCENARIO

Online tool to determine a student's likelihood of admission to a university after completing their education

	Entice	Enter	Engage	Exit	Extend
	How does someone initially become aware of this process?	What do people experience as they begin the process?	In the core moments in the process, what happens?	What do people typically experience as the process finishes?	What happens after the experience is over?
Steps What does the person (or group) typically experience?	AFTER SCHOOL IS OVER, A STUDENT LOOKS FOR A PREDICTION MODEL LOOKING UP ANY PREDICTION MODEL ONLINE A WEBSITE OR APP SEARCH SELECT THE BEST MODEL TO PREDICTION	REGISTERING FILLING THE DETAILS LOOKING UP ANY PREDICTION MODEL ONLINE	PREDICTION SUCCESS SEARCHING FOR OTER RELATED UNIVERSITIES GETS THE DESIRED RESULTS	THEY ARE AWARE OF THEIR CHANCES OF BEING ACCEPTED INTO THE COLLEGE OR NOT SUBMIT REVIEW LOOKING UP ANY PREDICTION MODEL ONLINE	RECOMMENDATIONS SUGGESTION
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?	SMART PHONE WEB BROWSER USER INTERFACE	REGISTER NOW! REGISTER IN THE APP ENTER ENTER THE DETAILS UNIVERSITY SELECTION PAGE APPEARS	RESULT PAGE UNIVERSITY SELECTION PAGE	EXIT PAGE FEEDBACK	NOTIFICATIONS
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")	HELP GET A GOOD WORKING MODEL HELP ME UNDERSTAND THE SOFTWARE MODEL HELP ME SELECT UNIVERSITIES	HELP ME REGISTER HELP ME FILL MY SCORES HELP ME SEARCHAND SELECT THE COLLEGE	HELP ME GET THE CORRECT PREDICTION	HELP ME LEAVE PAGE HELP ME PROVIDE FEEDBACK HELP ME TO LEAVE THE APP	HELP ME GET FREQUENT UPDATES
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	A GOOD AND INTERACTIVE UI	WELL DEVELOPED INTERFACE DETAILED MODEL	PREDICTION WITH GOOD PICTORIAL REPRESENTATION		FREQUENT UPDATES AND SUGGESTIONS
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	POOR INTERFACE LESS ACCURACY MODEL	LOW LEVEL INTERFACE	UNSATISFYING OUTPUT PREDICTION NOT UNDERSTANDABLE	LACK OF FACILITY IN APP	PREDICTIONS GO WRONG
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	PROVIDE AN ACCURATE PREDICTION PROVIDE A SIMPLER SUMMARY TO AVOID INFORMATION OVERLOAD		PROVIDE A VISUALLY ENHANCED OUTPUT	PROVIDE USERS WITH OTHER DETAILS	UPDATING USERS WITH USEFUL NOTIFICATIONS