# 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



## UNIVERSITY ADMIT ELIGIBILITY PREDICTOR

A prediction model software which mainly focuses on the students who wish to join in an university and it determines the chance of getting selected in their desired universities based on the selection factors to minimize

the time-consuming and huge process of looking for the best choice

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#### Document an existing experience

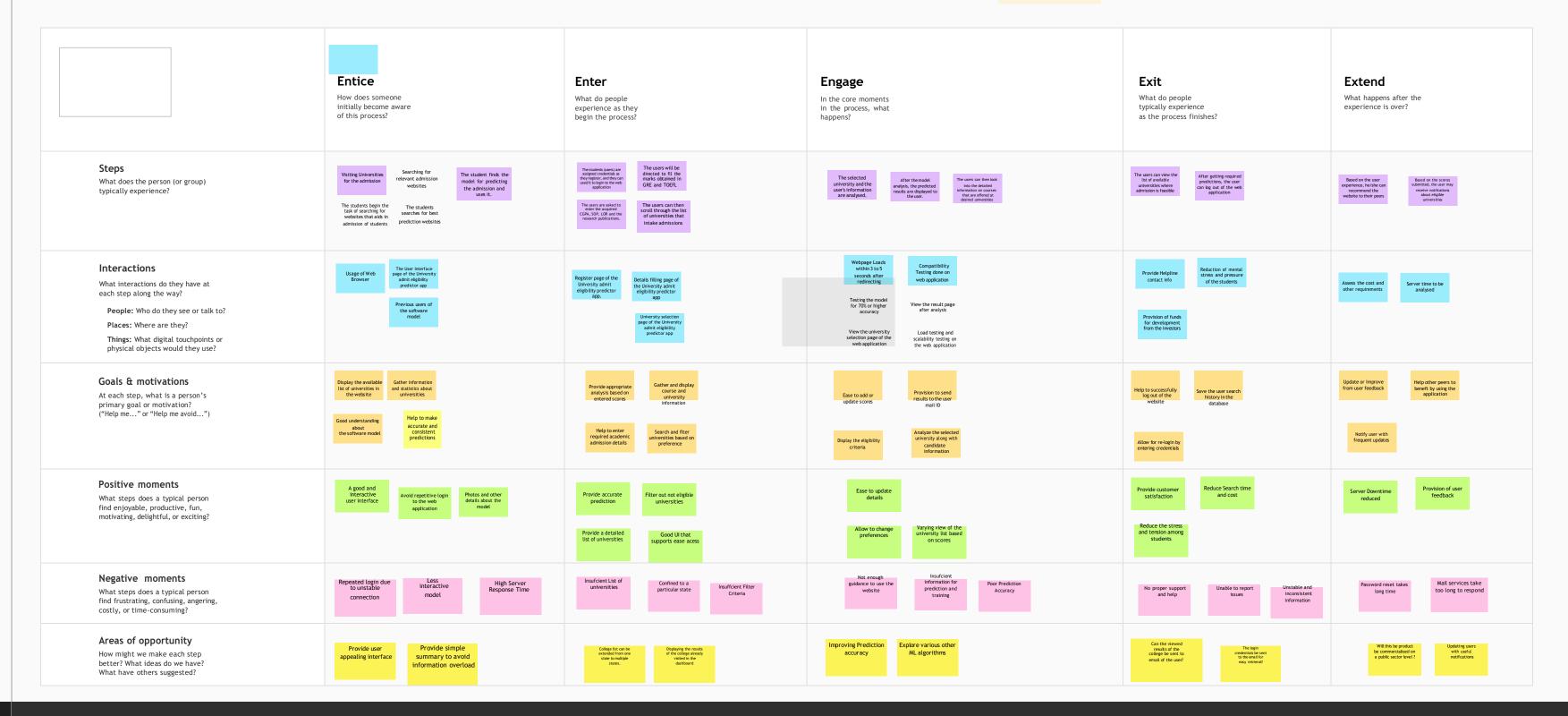
Narrow your focus to a specific scenario or process within an existing product or service. In the **Steps** row, document the step-by-step process someone typically experiences, then add detail to each of the other rows.

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## **TEAM ID: PNT2022TMID35340**

TIP

As you add steps to the experience, move each these "five Es" the left or right depending on the scenario you are documenting.





Need some inspiration?
See a finished version of this template to kickstart your work.