



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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TIP

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



	<div>Entice</div> <div>How does someone initially become aware of this process?</div>	<div>Enter</div> <div>What do people experience as they begin the process?</div>	<div>Engage</div> <div>In the core moments in the process, what happens?</div>	<div>Exit</div> <div>What do people typically experience as the process finishes?</div>	<div>Extend</div> <div>What happens after the experience is over?</div>
<div>Steps</div> <div>What does the person (or group) typically experience?</div>	<div>Visiting Universities for the admission</div> <div>Searching for relevant admission websites</div> <div>The student finds the model for predicting the admission and uses it.</div> <div>The students begin the task of searching for websites that aids in admission of students</div> <div>The students searches for best prediction websites</div>	<div>The students (users) are assigned credentials as they register, and they can use it to login to the web application</div> <div>The users will be directed to fill the marks obtained in GRE and TOEFL</div> <div>The users are asked to enter the acquired CGPA, SOP, LOR and the research publications.</div> <div>The users can then scroll through the list of universities that intake admissions</div>	<div>The selected university and the user's information are analysed.</div> <div>After the model analysis, the predicted results are displayed to the user.</div> <div>The users can then look into the detailed information on courses that are offered at desired universities</div>	<div>The users can view the list of available universities where admission is feasible</div> <div>After getting required predictions, the user can log out of the web application</div>	<div>Based on the user experience, he/she can recommend the website to their peers</div> <div>Based on the scores submitted, the user may receive notifications about eligible universities</div>
<div>Interactions</div> <div>What interactions do they have at each step along the way?</div> <div>People: Who do they see or talk to?</div> <div>Places: Where are they?</div> <div>Things: What digital touchpoints or physical objects would they use?</div>	<div>Usage of Web Browser</div> <div>The User interface page of the University admit eligibility predictor app</div> <div>Previous users of the software model</div>	<div>Register page of the University admit eligibility predictor app.</div> <div>Details filling page of the University admit eligibility predictor app</div> <div>University selection page of the University admit eligibility predictor app</div>	<div>Webpage Loads within 3 to 5 seconds after redirecting</div> <div>Compatibility Testing done on web application</div> <div>Testing the model for 70% or higher accuracy</div> <div>View the result page after analysis</div> <div>Load testing and scalability testing on the web application</div> <div>View the university selection page of the web application</div>	<div>Provide Helpline contact info</div> <div>Reduction of mental stress and pressure of the students</div> <div>Assess the cost and other requirements</div> <div>Server time to be analysed</div> <div>Provision of funds for development from the investors</div>	
<div>Goals & motivations</div> <div>At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")</div>	<div>Display the available list of universities in the website</div> <div>Gather information and statistics about universities</div> <div>Good understanding about the software model</div> <div>Help to make accurate and consistent predictions</div>	<div>Provide appropriate analysis based on entered scores</div> <div>Gather and display course and university information</div> <div>Help to enter required academic admission details</div> <div>Search and filter universities based on preference</div>	<div>Ease to add or update scores</div> <div>Provision to send results to the user mail ID</div> <div>Display the eligibility criteria</div> <div>Analyze the selected university along with candidate information</div>	<div>Help to successfully log out of the website</div> <div>Save the user search history in the database</div> <div>Allow for re-login by entering credentials</div>	<div>Update or Improve from user feedback</div> <div>Help other peers to benefit by using the application</div> <div>Notify user with frequent updates</div>
<div>Positive moments</div> <div>What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?</div>	<div>A good and interactive user interface</div> <div>Avoid repetitive login to the web application</div> <div>Photos and other details about the model</div>	<div>Provide accurate prediction</div> <div>Filter out not eligible universities</div> <div>Provide a detailed list of universities</div> <div>Good UI that supports ease access</div>	<div>Ease to update details</div> <div>Allow to change preferences</div> <div>Varying view of the university list based on scores</div>	<div>Provide customer satisfaction</div> <div>Reduce Search time and cost</div> <div>Reduce the stress and tension among students</div>	<div>Server Downtime reduced</div> <div>Provision of user feedback</div>
<div>Negative moments</div> <div>What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?</div>	<div>Repeated login due to unstable connection</div> <div>Less interactive model</div> <div>High Server Response Time</div>	<div>Insuficent List of universities</div> <div>Confined to a particular state</div> <div>Insufficient Filter Criteria</div>	<div>Not enough guidance to use the website</div> <div>Insuficent information for prediction and training</div> <div>Poor Prediction Accuracy</div>	<div>No proper support and help</div> <div>Unable to report issues</div> <div>Unstable and inconsistent information</div>	<div>Password reset takes long time</div> <div>Mail services take too long to respond</div>
<div>Areas of opportunity</div> <div>How might we make each step better? What ideas do we have? What have others suggested?</div>	<div>Provide user appealing interface</div> <div>Provide simple summary to avoid information overload</div>	<div>College list can be extended from one state to multiple states.</div> <div>Displaying the results of the college already visited in the dashboard</div>	<div>Improving Prediction accuracy</div> <div>Explore various other ML algorithms</div>	<div>Can the viewed results of the college be sent to email of the user?</div> <div>The login credentials be sent to the email for easy retrieval?</div>	<div>Will this be product be commercialized on a public sector level ?</div> <div>Updating users with useful notifications</div>



Need some inspiration?

See a finished version of this template to kickstart your work.

Open example

