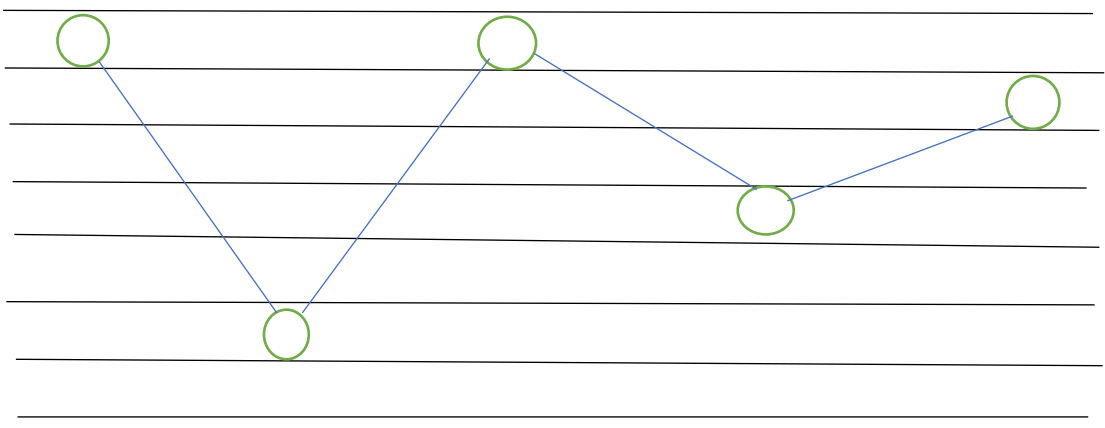


CUSTOMER SURVEY MAP

Customer	<div><div>Awareness</div><div>Consideration</div><div>Conversion</div><div>Customer Service</div><div>Loyalty</div></div>
Customer Activity	<div><div>To Search for the free of cost university admission prediction</div><div>To Browse through the web play store or app store</div><div>To Visit the web app</div><div>Live chat to ask for help</div><div>Make use of the web app to predict admission changes</div></div>
Customer Customer goals	<div><div>To obtain accurate outcome for chances of university admission</div><div>To find the best college using predictor</div><div>Make use of the web app</div><div>To sort out any issue rapidly</div><div>To supply accurate and authorized data</div></div>

<div data-bbox="71 241 247 324" data-label="Text"><p>Customer Experience</p></div>	
<div data-bbox="71 936 247 1108" data-label="Text"><p>Solutions Potential Touchpoint (s)</p></div>	<div data-bbox="279 952 1524 1243"><div data-bbox="279 952 518 1243">Recommendation for friends, social media, search engines</div><div data-bbox="534 952 758 1243">Reviews, Ads</div><div data-bbox="774 952 1005 1243">Web app</div><div data-bbox="1021 952 1268 1243">Web app, quick updates on admission criteria</div><div data-bbox="1284 952 1524 1243">Social media, review sites</div></div>