


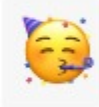


Project Design Phase-II
Customer Journey Map

Date	<i>03 October 2022</i>
Team ID	<i>PNT2022TMID35582</i>
Project Name	<i>University Admit Eligibility Predictor</i>
Maximum Marks	<i>4 Marks</i>

Customer Journey Map:

- A customer journey map is a visual representation of the customer Journey (also called the buyer journey or user journey).
- Customer journey map helps to tell the story of your customers' experiences with your brand across all touch points.

Journey Steps Which step of the experience are you describing?	Discovery Why do they even start the journey?	Registration Why would they trust us?	Onboarding and First Use How can they feel successful?			Sharing Why would they invite others?
Actions What does the customer do? What information do they look for? What is their context?	<div>To get foreign university admission</div>	<div>Give their CGPA and the other scores</div> <div>Select the university they want to go</div>	<div>User Friendly</div>	<div>Attractive</div>	<div>Easy to access</div>	<div>Share their feedback</div> <div>Refer the application with others</div>
Needs and Pains What does the customer want to achieve or avoid? <i>Tip: Reduce ambiguity, e.g. by using the first person narrator.</i>	<div>Don't know which is best</div>	<div>We want save their information</div> <div>Safe and secured website</div>	<div>Proper Guidance</div>	<div>Know how to apply visa</div>	<div>University tour</div>	<div>Travel along with proper guide</div>
Touchpoint What part of the service do they interact with?	<div>Students - to get the percentage to get admission to the foreign universities</div>	<div>To get a proper guidance</div> <div>To know the chances to get admission</div>	<div>Prediction to get chances of admission</div>	<div>Trusted Guidance to foreign</div>	<div>Visa format use</div>	<div>To get accurate result</div> <div>Trusted application</div>
Customer Feeling What is the customer feeling? <i>Tip: Use the emoji app to express more emotions</i>						
Backstage						
Opportunities What could we improve or introduce?	<div>Increase/decrease a university ranking.</div>	<div>To get help from the trusted application with</div>	<div>To get a proper and trusted guidance form</div>	<div>To get the chances of admission from the</div>		
Process ownership Who is in the lead on this?	<div>Student</div>	<div>Student</div>	<div>Student</div>	<div>Student</div>		