

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.

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UNIVERSITY ADMIT ELIGIBILITY PREDICTOR

SCENARIO Predicting the chance of admission for a student in a university	Entice How does someone initially become aware of this process?	Enter What do people experience as they begin the process?	Engage In the core moments in the process, what happens?	Exit What do people typically experience as the process finishes?	Extend What happens after the experience is over?
Steps What does the person (or group) typically experience?	<div>Getting into the dream university</div> <div>Improve their career growth</div> <div>Free cost for predicting university admission</div> <div>Students want to know the possibilities of their admission to dream universities</div> <div>Choosing a university such that it should upgrade the student's career</div> <div>Students feel that the paid websites for admission prediction is avoidable</div>	<div>Have a tour over the web application</div> <div>View and search the universities available</div> <div>Choose the location of learning</div> <div>Look for the different modules available on the application</div> <div>Get the knowledge of universities and the details</div> <div>Segregate universities based on the location</div>	<div>Collecting students details such as GRE,TOEFL scores etc;</div> <div>Providing answers to FAQs to the users</div> <div>Storing the user's data in the form of cookies for later usage</div>	<div>List of colleges the student is eligible based on the academic performance</div> <div>Get to know about the eligible universities in the preferred location</div>	<div>Choose the best college out of the predicted and eligible list</div> <div>Being prepared to move to that location</div> <div>Involve in the admission procedure for that university</div>
Interactions What interactions do they have at each step along the way? <ul style="list-style-type: none">People: Who do they see or talk to?Places: Where are they?Things: What digital touchpoints or physical objects would they use?	<div>Complete a research paper or journal publishing</div> <div>Get contacts of the alumni for that university</div> <div>Application of LOR from the professors</div>	<div>Visiting the web application</div> <div>Providing a free registration service</div>	<div>Fill out an application form</div> <div>Details get stored in the database</div> <div>Prediction based on the ML Models</div>	<div>Analyze and scrutinize the predicted results</div>	<div>Get to know the eligibility universities based on the prediction rates</div>
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")	<div>Help me to provide a free platform for admission prediction instead of paid websites</div> <div>Helping me to get a clear idea of joining a university based on their academic performance</div>	<div>Helping me to get a clear idea of joining a university based on their academic performance</div>	<div>Help me to resolve my issues quickly</div>	<div>Help me in providing the precise and accurate results</div>	<div>Help me to know what will be the next steps and processes involved</div>
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	<div>Feeling safe and comfortable in using the web application</div> <div>Providing a free source for the users instead of wasting the money in paid websites</div>	<div>Feeling safe and comfortable in using the web application</div>	<div>Feeling safe as their information are handled in a secured manner</div>	<div>Happy and satisfied when the students get admission to their most preferred college</div>	<div>Being eager and concerned in preparing for getting into the university</div>
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	<div>Not able understand the value of this application</div>	<div>If the student fails to give correct information in the form</div>	<div>When the student's queries are not responded properly</div>	<div>When the chance of getting admission to their dream university becomes less</div>	<div>Students may feel dejected and stressed on seeing the prediction results</div>
Areas of opportunity	<div>Marketing the web application using social media and advertisements</div> <div>By creating awareness among to people</div>	<div>Improving the web application by getting the reviews from the users</div>	<div>Improvise the prediction and accuracy rate in order to attract the users</div>	<div>After prediction, get feedback reports from the users to enhance the app</div>	<div>Recommendation to others who are passing out from either schools or UG colleges</div>

CUSTOMER JOURNEY MAP

Maximum Marks:4

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