## 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



Share template feedback

### UNIVERSITY ADMIT ELIGIBILITY PREDICTOR

### **CUSTOMER JOURNEY MAP**



Enter

## Entice

How does someone initially become aware of this process?



In the core moments What do people experience as they in the process, what happens? begin the process?



# **TEAM ID:PNT2022TMID00432**

## Exit

What do people typically experience as the process finishes?



### Extend

What happens after the experience is over?

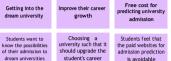


SCENARIO Predicting the chance

of admission for a

student in a university

What does the person (or group) typically experience?







Fill out an

application

form

S.

Engage

Providing answers to FAQs to the users Storing the user's data in the form of cookies for later usage



Get to know about the eligible universities in the preferred location



Being prepared to move to that location

Involve in the admission procedure for that

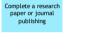


### Interactions

What interactions do they have at each step along the way?

People: Who do they see or talk to? Places: Where are they?

Things: What digital touchpoints or physical objects would they use?



Get contacts of the alumni for that university Application of LOR from the



Providing a free registration service



Details get stored in the database

Prediction based on the ML Models

Analyze and scrutinize the predicted results Get to know the eligibility universities based on the prediction rates



### Goals & motivations

At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")



Helping me to get a clear idea of joining a university based on their academic performance

Helping me to get a clear idea of joining a university based on their academic performance

Help me to resolve my issues quickly

Help me in providing the precise and accurate results

Help me to know what will be the next steps and processes involved



### Positive moments

What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?

Feeling safe and comfortable in using the web application

Providing a free source for the users instead of wasting the money in paid websites

Feeling safe and comfortable in using the web application

their information are handled in a secured manner when the students get admission to their most preferred college

Being eager and concerned in preparing for getting



### Negative moments

What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?

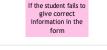




application using social media and











becomes less

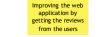
Students may feel dejected and stressed on seeing the prediction results

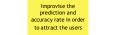


Not able

understand the

people





After prediction, get feedback reports from the users to enhance the app others who are passing out from either schools or UG colleges

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