User Journey Map

	Awareness	Onboarding	Exploration	Preparation	Application	Post-Application	Advocacy
STEPS	Discover a platform that simplifies the journey for higher studies and scholarships.	Sign up and start personalizing their journey.	Research and plan their higher studies and scholarship strategy	Prepare academically and logistically for applications.	Complete and track applications efficiently	Stay informed and prepare for the next steps	Transition smoothly to their new academic life and share the platform with peers.
TOUCH POINTS	Social media ads, blog articles, and search engine results	Overview of steps tailored to the user's goals. Add details for AI-driven	Dashboard navigation with clear sections for academic guidance, scholarships, and applications	Access tutorials, mock exams, and personalized guidance sections. Automated reminders	Dynamic dashboard showing deadlines, completed tasks, and progress	Notifications on scholarship updates, admissions results, and deadlines	Final checklist for admissions, scholarships Testimonials and feedback forms.
USER ACTIONS	Clicks on an ad or searches for guidance.	Enters academic and career aspirations, current qualifications, and preferences (e.g., location, budget).	Browses university and course recommendations.	Engages with academic prep content Uses SOP/LOR builder receives AI assistance Tracks progress	Submits university and scholarship applications. connect with professors for recommendations.	Monitors progress and prepares for interviews or entrance tests. Receives tailored	Shares the platform with others or leaves a review
PLATFORM FEATURES	Visits the platform's homepage and explores features	Personalized Roadmap Profile Setup	University Recommendation. Scholarship Filter and Notifications. Budget Planner.	SOP/LOR Builder. Exam Prep Tutorials and Mock Tests. Task Tracker and Progress	Application Process Guidance. AI/Auto Email Writer. Application Opening Updates.	Scholarship Notifications. Admission Chances Calculator. Deadline Reminder	Success Stories and Community Forums. Post-admission tools and pre-departure checklist
EMOTIONS	SEARCHING	EXCITED	FRUSTRATED	STRESSED	WORRIED	ANXIOUS	RELIEVED / CONFIDENT
PAINPOINTS	Difficulty finding credible resources online	Users might be unsure about sharing personal details	Overwhelmed by the number of options. Difficulty understanding eligibility criteria and requirements	Difficulty crafting strong SOPs or LORs. Managing multiple preparation tasks and deadlines	Confusion in managing multiple application deadlines. Stressful communication with professors or admissions offices	Uncertainty about application results and next steps. Anxiety over missed updates or deadlines	Lack of guidance for post-admission tasks (visa, travel, etc.).
POSSIBLE SOLUTIONS	Emphasize trust and reliability in branding	Clearly state privacy policies and data protection measures	Filtered and personalized recommendations. Offer a chatbot or FAQ section to clarify common doubts	AI-powered SOP/LOR builder with examples and tips. Offer a task tracker with reminders and progress insights	Integrate a calendar sync for deadlines and application milestones. Provide an auto/AI email writer for formal communication	Offer AI-driven insights on chances of admission. Send push notifications for updates	Provide a pre-departure checklist and post-admission resources