# Customer Journey Map – LearnHub: Your Center for Skill Enhancement

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| Date | 26 june.2025 |
| Team ID | LTVIP2025TMID53135 |
| Project Name | LearnHUb:Your Center For Skill Enhancement |
| Maximum Marks | 4 Marks |

**Suggested Customer Journey Map for LearnHub**:

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| Stage | User Action | Emotion | Improvement Opportunity |
| Awareness | Discover LearnHub through social media, college seminars, or Google search. | Excited but uncertain. | Use targeted ads, SEO, partnerships with colleges. |
| Sign-Up | Register using email or Google/LinkedIn. | Hopeful, maybe skeptical. | Offer demo courses, show testimonials. |
| Browse Courses | Explore categories, trending courses, filter by level or language. | Overwhelmed or curious. | Add guided suggestions, trending tags. |
| Enroll in a Course | Check course preview and instructor profile before enrolling. | Confident but hesitant. | Use ratings, learner reviews, and free trials. |
| Learning Process | Watch videos, read materials, complete quizzes. | Motivated or stuck. | Allow bookmarking, give reminders, peer discussion. |
| Interact & Engage | Join forums, message instructors, attend webinars. | Engaged, connected. | Gamify participation, enable Q&A, encourage live chats. |
| Complete & Get Certified | Take final quiz and get certificate. | Proud and accomplished. | Allow easy certificate sharing on LinkedIn. |
| Follow-Up | Get recommendations for next courses or job skills. | Eager to keep going. | Personalized learning path and progress tracker. |