

Customer Journey Map – EduTutor AI

Stage	Customer Goal	Touchpoints	Experience	Pain Points	Opportunities
Awareness	Discover a tool for understanding complex topics	Online search Social media Peer recommendation	Curious but unsure if it's better than YouTube/ChatGPT	Too many tools; unsure what works	Use SEO, demo videos, and testimonials
Consideration	Evaluate features (concept help, PDF quiz, grammar)	Landing page Demo of Gradio interface	Impressed by AI features	Concerned about reliability	Highlight IBM model integration
Onboarding	Register and try learning features	Gradio login tab Classroom input fields	Smooth registration and usage	May not understand full flow	Add tooltips and video guides
Engagement	Learn via concepts and quizzes	Concept box PDF upload Language selector	Enjoys instant AI responses	No quiz answer checking	Preview answers, validate input
Retention	Return for multiple sessions	Gradio session tracking	Feels comfortable using again	No full history without backend	Add login-based session tracking
Referral	Share with friends	Word of mouth Screenshots	Willing to share if helped	No referral incentive	Add badges, referral points

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