






Requirement Analysis Phase

3.1 Customer Journey Map

Customer Journey Map: Edututor AI

	 Entice	 Enter	 Engag	 Exit	 Extend
Steps	See EduTutor AI on college portall	Sllick upquckly using Gmail/tn LinkedIn	Finish abuziz.dhy selecting sub-ex' estandard	Enjorove-'scooree, challenge peers keep learning	Improve scores. challenge peeres. keep learning
Intentions	Learn what tol-platform is an how it helps quiz practice	Fast good login heat UI	Learn from mias takes and leack sci-ores over time	Make this a habit and part of study routine	Make this a habit and part of study routine
Goals & expectation	Goals & expecte-otions creerd of benelicev)	Fast impick sign-up options	Instant result at cle ar performance summary	Boring layout, orux tomuch text	No reminders a motivation to return
Positive & Expectations	Goals & expectta-tionss	Easy onborloing without hecding a tutorial	Get personalized tips and progress insights	Adding visuals-ga-mity, progress, suggest temng pñhs	Add streaks, email reminders social sharing study
Opportunitys	Simpl/nfy message & schcase benefits visually	One-ctick sign up options	Adaptive diffi-cuity, quiz cus-tirmization	Add streaks, email reminders, social sharing	Add streaks, emall reminders, sci-sat sharing goals