**✅ Customer Journey Map – Your Center for Skill Enhancement (OLP)**

**Scenario**

A user (student) discovers, registers, browses, enrolls in, completes, and receives a certificate from the Online Learning Platform.

**Steps & Journey**

| **Steps** | **What does the person experience?** | **Interactions** | **Things (Digital/Physical Touchpoints)** | **Places** | **People** |
| --- | --- | --- | --- | --- | --- |
| Awareness | Learner discovers the platform via ads, social media, or word-of-mouth. | Clicks ads, searches online, views social media posts. | Website, social media pages, mobile ads. | Home, workplace, mobile environment. | Friends, online influencers, ads. |
| Registration | Learner decides to register for an account. | Fills registration form, may use social login. | Website registration page, email. | Home, workplace. | None directly. |
| Login | Learner logs in to the platform. | Enters credentials, sees welcome screen. | Login page, UI elements. | Home, workplace, mobile. | None directly. |
| Course Browsing | Learner searches for courses based on interests. | Browses categories, reads course descriptions. | Website UI, search bar, filters. | Home, workplace, mobile. | None directly. |
| Enroll in Course | Learner selects free or paid course. | Clicks enroll, completes payment if paid. | Payment gateway (Stripe), UI buttons. | Home, workplace, mobile. | Payment service (Stripe). |
| Learning | Learner watches videos, reads material, engages in discussions. | Plays videos, participates in forums, posts questions. | Video player, discussion forums, UI components. | Home, workplace, mobile. | Teachers, other learners. |
| Progress Tracking | Learner checks how much course is completed. | Clicks progress bar, views dashboard. | Dashboard UI, progress indicators. | Home, workplace, mobile. | None directly. |
| Certificate Generation | Learner completes the course and generates certificate. | Clicks generate certificate, downloads PDF. | Certificate PDF, download links. | Home, workplace, mobile. | None directly. |
| Feedback | Learner leaves a review for the course. | Fills out review form, submits rating. | Website forms, UI components. | Home, workplace. | Teachers, admins. |
| Recommendations | Learner receives suggestions for new courses based on interests. | Receives email recommendations, sees suggestions on dashboard. | Email, dashboard notifications. | Home, workplace, mobile. | Platform AI recommendations. |

**Goals & Motivations**

* “Help me learn new skills for my career.”
* “Help me find quality courses in one place.”
* “Help me track my progress and earn certificates.”

**Positive Moments**

* Discovering a variety of courses.
* Smooth registration and login.
* Seeing progress tracked visually.
* Successfully downloading a certificate.
* Interacting with other learners in forums.

**Negative Moments**

* Confusion if payment fails.
* Overwhelmed by too many course options.
* Frustration if the platform loads slowly.
* Uncertainty about certificate authenticity.

**Areas of Opportunity**

* Simplify navigation and course filtering.
* Provide instant support for payment issues.
* Offer personalized course recommendations.
* Introduce gamification for learning milestones.
* Improve certificate design for credibility.

**✅ Visual Flow (Journey Flow Text Diagram)**

Awareness

Registration

Login

Browse Courses

Enroll in Course

Learning Experience

Progress Tracking

Certificate Generation

Feedback

Recommendations

