User Journey Map- Exploring Scholarship in Cambodia

Team Members: Thoeun Engyi｜Pa Borasy

User Journey Table:

<u>Main user persona</u> is Cambodian students

Stage	User Goals	Actions/Steps	Touchpoints	Emotions
Awareness	Learn about opportunities for scholarships	Discover via Google, social media, or friends	Facebook, Instagram, Google, Word of Mouth	Curious, Hopeful
Consideration	Explore the website and available resources	Land on homepage View "Available Scholarships" section	Homepage, Navigation Menu	Interested, Excited
Acquisition	Create an account to access full features	Click "Sign Up" Register with email or social media	Signup/Login Page	Motivated, Trusting
Onboarding	Set up and personalize user experience	Set up profile Explore features (Profile, AI Notes, My Library, etc.)	User Dashboard, Menu Bar	Confident, Engaged
First Use	Explore relevant information	Browse University List (All & Popular)	University List Page	Curious, Focused
Engagement	Use tools to find matching scholarships	View university & scholarship details Use Recommendation Tool View results Save to My Library, Use AI Notes Give feedback/suggestions	University Detail Page, Quiz Tool, Result Page, Menu Bar	Empowered, Productive
Retention	Keep using and revisiting the platform	Update profile Review saved content Explore Blog, FAQ, and Resources	Dashboard, Footer Links	Loyal, Informed
Advocacy	Promote the platform to others	Share on social media Refer friends	Social Sharing Buttons, Referral Program	Proud, Helpful

		(optional referral system)		

Admin Journey Table:

Stage	Admin Goals	Actions/Steps	Touchpoints
Admin Login	Secure access to admin dashboard	Login with credentials	Admin Login Page
Manage Content	Maintain website data accuracy	Add/Edit/Delete: Scholarships, Universities, Blogs, FAQs	Admin CMS Panel
Manage Users	Monitor and moderate platform users	View users Manage notes and saved content Handle spam/reports	Admin User Panel
Handle Feedback	Improve system via user input	View university suggestions Approve/Respond Send confirmations	Admin Feedback System
Monitor Engagement	Analyze how users interact with the site	Track most-used features Analyze click-through & share stats	Admin Analytics Dashboard
Notification System	Send important alerts to users	Notify about new scholarships & deadlines via email or dashboard	Notification Settings
Content Validation	Ensure information is correct and updated	Confirm scholarship deadlines Check university contacts	Content Review Tools