**Customer Journey Map**

Project: Citizen AI – Intelligent Citizen Engagement Platform

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Scenario: Browsing, learning, querying, and improving with Citizen AI

**Entice**

Citizens hears about EduTutor AI via word-of-mouth, email campaigns, or a shared link.

**Enter**

The student opens Citizen AI and is greeted with options to register or log in.

**Browse**

They search for topics like 'Eligibility Creteria' or 'Certificates needed' to view available on this application.

**Engage**

They begin reading the AI-generated module content tailored to their selected topic.

**Review performance**

They review performance and are offered suggestions for improvement or retry.

**Save module**

Option to save the question to their personal library for future access.

**Exit**

Ends the session feeling satisfied, with improved understanding and feedback in hand.

**Extend**

Receives emails with personalized suggestions based questions and learning history.

