






Customer Journey Map – EduTutor AI

Stage		Description	User Experience
1	 Awareness	<p>Students and educators discover EduTutor AI through promotional campaigns, school recommendations, or social media. They become aware of the platform's unique value:</p> <p>Ads, social media, school communication, peer recommendations</p>	<p>Curious Interested Cautiously optimistic</p>
2	 Registration & Onboarding	<p>Users explore the website, feature pages, or demo videos. They compare EduTutor AI with other platforms and evaluate benefits such as adaptive quizzes, real-time feedback, and</p> <p>Website, landing pages, explainer video, diagnostic UI</p>	<p>Evaluative Motivated Hesitant</p>
4	 Engagement	<p>Users begin interacting with core features; personalized quizzes, feedback reports, topic suggestions and progress tracking. Educators use the dashboard to monitor student data and adjust instruction</p> <p>Student dashboard, quiz generator, feedback panels, teacher dashboard</p>	<p>Excited Slightly anxious Hopeful</p>
5	 Retention & Growth	<p>The platform evolves by tracking learning paths using Pinecone, offering insights and encouragement. Gamification, badges, weekly summaries help keep users motivated and improve platform stickiness</p> <p>Weekly emails, notifications, badges, performance summaries</p>	<p>Satisfied Motivated Confident</p>
6	 Advocacy	<p>Satisfied users share their positive experiences with peers and institutions. Teachers may recommend it to new batches. EduTutor AI benefits from word of mouth</p>	<p>Loyal Proud Recommending</p>