**Requirement Analysis Phase**

**Customer journey map**

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| Date | 28 June 2025 |
| Team ID | LTVIP2025TMID36180 |
| Project Name | **Personalised learning with generative AI and Lms Integration** |

**Customer Journey Map :**

**EduTutor AI**

**🎓 Persona 1: Student (High School or College Learner)**

| **Stage** | **Goal** | **Touchpoints** | **Emotions** | **Pain Points** | **Opportunities** |
| --- | --- | --- | --- | --- | --- |
| **1. Awareness** | **Discover a tool to improve academic performance** | **School newsletter, friends, Google Classroom, social media** | **Curious, skeptical** | **Overwhelmed by many tools, unsure of benefits** | **Clear branding, demo videos, testimonials** |
| **2. Onboarding** | **Sign up and sync courses** | **EduTutor AI Web/App, Google OAuth login** | **Interested, cautious** | **Confusion during course sync** | **Guided onboarding, tooltips, video tutorials** |
| **3. Diagnostic Test** | **Take initial assessment** | **Quiz interface, AI engine** | **Motivated, slightly anxious** | **Test feels too hard/easy** | **Adaptive test difficulty, motivational feedback** |
| **4. Personalized Learning** | **Practice and improve via personalized quizzes** | **Quiz dashboard, feedback engine, learning tracker** | **Engaged, encouraged** | **Repetition, unclear feedback** | **Smart recommendations, gamification** |
| **5. Feedback & Progress Tracking** | **See how they’re improving** | **Progress charts, performance dashboard** | **Empowered, confident** | **No context for scores** | **Benchmarking vs. peers/class average** |
| **6. Continuous Use** | **Use EduTutor regularly for academic prep** | **Weekly reminders, integrated with assignments** | **Productive, focused** | **Boredom, loss of interest** | **Badges, streaks, level-up challenges** |
| **7. Success & Advocacy** | **Score better, recommend to others** | **Word of mouth, reviews, testimonials** | **Accomplished, proud** | **None** | **Referral programs, shareable success badges** |

**👩‍🏫 Persona 2: Educator (Teacher/Instructor)**

| **Stage** | **Goal** | **Touchpoints** | **Emotions** | **Pain Points** | **Opportunities** |
| --- | --- | --- | --- | --- | --- |
| **1. Awareness** | **Find tools to personalize learning for students** | **EdTech forums, webinars, school systems** | **Interested, skeptical** | **Too many tools, unclear value** | **Emphasize teacher dashboard + AI insights** |
| **2. Onboarding** | **Connect Google Classroom, explore dashboard** | **EduTutor AI dashboard, Google integration** | **Curious, time-conscious** | **Setup complexity** | **5-minute quick-start guide, video walkthrough** |
| **3. Student Monitoring** | **Track student quiz performance and topics** | **Analytics dashboard, notification center** | **Informed, empowered** | **Data overload** | **Smart filters, "at-risk student" alerts** |
| **4. Instructional Decision Making** | **Use insights to guide lessons** | **Suggested topics, student history, feedback loops** | **Confident, supported** | **Unsure how to act on data** | **Actionable tips, automated recommendations** |
| **5. Continuous Use** | **Integrate into daily/weekly instruction** | **Auto-synced quiz reports, LMS updates** | **Comfortable, productive** | **LMS syncing bugs** | **Auto-reconnect scripts, user logs** |
| **6. Feedback Loop** | **Share feedback with EduTutor team** | **Email, surveys, in-app support** | **Valued, engaged** | **No time to report bugs** | **1-click feedback, voice input** |
| **7. Advocacy** | **Recommend to colleagues or admin** | **Social media, workshops, conferences** | **Proud, enthusiastic** | **None** | **Educator spotlight program, certifications** |