

Project Design Phase II

Customer Journey Map

Date	8 October 2022
Team ID	PNT2022TMID30155
Project Name	Skill and Job Recommender
Maximum Marks	

Customer experience journey map

Use this framework to better understand customer needs, motivations, and obstacles by illustrating a key scenario or process from start to finish. When possible, use this map to document and summarize interviews and observations with real people rather than relying on your hunches or assumptions.

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<p>Entice How does someone initially become aware of this process?</p>	<p>Enter What do people experience as they begin the process?</p>	<p>Engage In the early moments in the process, what happens?</p>	<p>Exit What do people typically experience as the process finishes?</p>	<p>Extend What happens after the experience is over?</p>
<p>Steps What does the person (or group) typically experience?</p> <p>Search Jobs Users discover our website when hunting for jobs</p> <p>Take a tour User takes a tour of the website to learn about it</p>	<p>Submit Resume User submits their resume</p> <p>Complete Profile User completes their profile</p> <p>Browse Companies User browses the website looking for desirable company</p>	<p>Receive Email User gets an email after application</p>	<p>Feedback and review Feedback is collected from user for improving user</p>	<p>Personalized recommendations User gets personalized based on history of application</p> <p>List of Applied companies History of applied companies is saved in User's profile</p>
<p>Interactions What interactions do they have at each step along the way?</p> <ul style="list-style-type: none"> People: Who do they see or talk to? Places: Where are they? Things: What digital touchpoints or physical objects would they use? 	<p>Homepage of the website</p> <p>Homepage of the website</p>	<p>Profile section of the website</p> <p>Search Jobs section of the website</p> <p>Profile section of the website</p>	<p>Customer's email(Gmail, Outlook etc.,)</p>	<p>Customer Review form after application</p> <p>Recommendations span across the website</p> <p>Profile section of the website</p>
<p>Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")</p>	<p>Help me to get a job</p> <p>Help me to understand the website</p>	<p>Help me to upload my resume</p> <p>Help me to complete my profile</p> <p>Help me to browse companies</p>	<p>Help me to receive confirmation from company</p>	<p>Help to rate companies which can benefit many users</p> <p>Help me to decide what to do next</p> <p>Help me to know what I have done before</p>
<p>Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?</p>	<p>Its fun to understand the website</p>	<p>Its exciting to see companies matching my skill</p>	<p>Its assuring to see other peoples opinions about a company</p>	<p>Its exciting to see what they have to offer</p> <p>Its useful to see what they have done before</p>
<p>Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?</p>	<p>People feel overwhelmed by the amount of information</p>	<p>People get disappointed if they don't see what they expect</p>	<p>People think twice when applying to low rated companies even if it is good(startups)</p>	
<p>Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?</p>	<p>Provide simpler explanation</p>		<p>Show reasons for low rating anonymously</p>	