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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Product School

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SCENARIO
Browsing, booking, attending, and rating a local city tour

Entice
How does someone initially become aware of this process?

Enter
What do people experience as they begin the process?

Engage
In the core moments in the process, what happens?

Exit
What do people typically experience as the process finishes?

Extend
What happens after the experience is over?

Steps
What does the person (or group) typically experience?

	Entice	Enter	Engage	Exit	Extend
Steps	Through social media; Through advertisements; Through browsing	Job Dissatisfaction; Financial insecurity; User interaction; registration	Get to know alot of job openings; Get to network on a large scale; Get to know his/her weakness and strengths; Get to know the skills required in the industry; Get to equip his/ herself with the skills required in the industry	Updated to the technological advancements in his/her domain; Job satisfaction; Motivation and determination; Self confidence	Shares the experience with his/her friends and helps them get benefited; Stay connected with the recruiters

Interactions
What interactions do they have at each step along the way?
- **People:** Who do they see or talk to?
- **Places:** Where are they?
- **Things:** What digital touchpoints or physical objects would they use?

	Entice	Enter	Engage	Exit	Extend
Interactions	Job seekers interact with the recruiters to know about industry; Job recruiters interact with the job seekers and find out the potential	You can interact by chatbot; Skills upgradation recommendation by chatbot	Applying for recommended job openings in the website; Stay alerted to the new job openings; Stay alerted on application deadlines	Looking ahead for the offer letter from the company; Posts his/her experience with the app which helped him/her get employed	Work with colleagues at the company; Interact with the managers of the company

Goals & motivations
At each step, what is a person's primary goal or motivation? ("Help me…" or "Help me avoid…")

	Entice	Enter	Engage	Exit	Extend
Goals & motivations	Job Seeker:To get their dream job offer.; Job Recruiter:easy process for recruiters.	Job seeker: To get the right job; Job Recruiter:To choose the potential candidates for their organization	Job seeker: To update and fine tune resume and CV; Job seeker: To ace the written tests and interview; Job recruiter:To thoroughly assess the candidates	Job seeker: To finish the background clearance and get the offer letter as soon as possible	Job seeker: good career growth; Job seeker:Not get fired

Positive moments
What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?

	Entice	Enter	Engage	Exit	Extend
Positive moments	To be able to apply to the dream companies without any fees.; To be able to apply to Companies without face to face visiting the company	waiting for new opportunities; Optimistic about the new start	New skill and knowledge; Get more confidence by attending interviews	Got job offer from dream company; Self confident	Financial Security; Professional growth

Negative moments
What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?

	Entice	Enter	Engage	Exit	Extend
Negative moments	Pressure	Pessimistic thoughts of not getting the right job; Feeling un-skilled or Unqualified	Frustration due to getting rejected by the companies; Fear of Employment Scams; Negative thinking and depression; Fear of earning a living; Fear of future life	Didn't get job offer from dreamcompany	Imposter syndrome

Areas of opportunity
How might we make each step better? What ideas do we have? What have others suggested?

	Entice	Enter	Engage	Exit	Extend
Areas of opportunity	Clear explanation of the job description	Registering/logging in though	Fake job alert and filtering	Send congratulatory email	Send job opportunities through email for better