

Project Design Phase-II

Customer Journey Map

Date	03 October 2022
Team ID	Team ID : PNT2022TMID22461
Project Name	Project - Skill / Job Recommender Application
Maximum Marks	4 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.

Document an existing experience

Remove your focus to be specific, scenario to process. Write in an existing product or service to the **Blue box**. Document the steps by doing projects someone typically implement, then add **Red** to each of the other boxes.

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	Briefing Briefing, briefing, identifying and setting a brief city brief	Enrich Enrich the brief, identify any gaps, how the brief will be enriched?	Enter Enter the brief, identify any gaps, how the brief will be enriched?	Engage Engage the brief, identify any gaps, how the brief will be enriched?	Exit Exit the brief, identify any gaps, how the brief will be enriched?	Extend Extend the brief, identify any gaps, how the brief will be enriched?
Steps What are the steps in your process?	Briefing steps	Enrich steps	Enter steps	Engage steps	Exit steps	Extend steps
Interactions What are the interactions in your process?	Briefing interactions	Enrich interactions	Enter interactions	Engage interactions	Exit interactions	Extend interactions
Goals & motivations What are the goals and motivations in your process?	Briefing goals & motivations	Enrich goals & motivations	Enter goals & motivations	Engage goals & motivations	Exit goals & motivations	Extend goals & motivations
Positive moments What are the positive moments in your process?	Briefing positive moments	Enrich positive moments	Enter positive moments	Engage positive moments	Exit positive moments	Extend positive moments
Negative moments What are the negative moments in your process?	Briefing negative moments	Enrich negative moments	Enter negative moments	Engage negative moments	Exit negative moments	Extend negative moments
Areas of opportunity What are the areas of opportunity in your process?	Briefing areas of opportunity	Enrich areas of opportunity	Enter areas of opportunity	Engage areas of opportunity	Exit areas of opportunity	Extend areas of opportunity