# 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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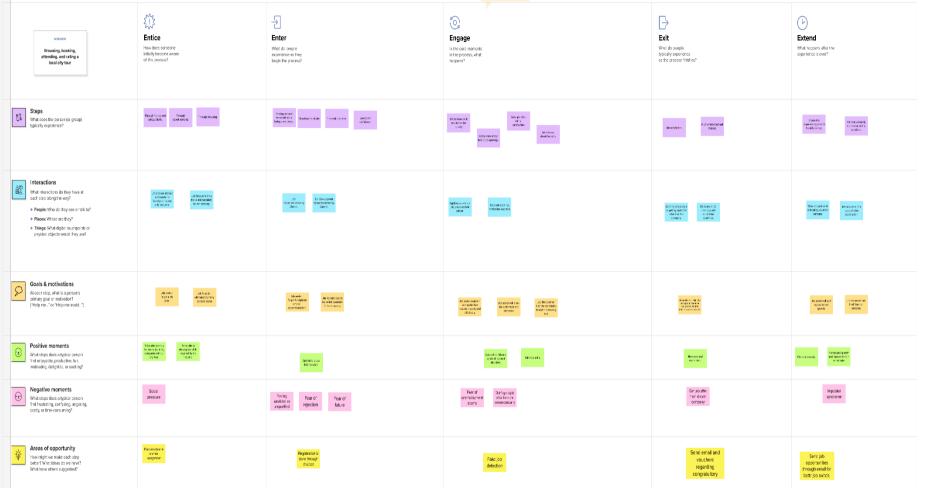
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## Document an existing experience

Narrow your focus to a specific scenario or process within an existing product or service. In the **Steps** row, document the step-by-step process someone typically experiences, then add detail to each of the other rows.

**Skills/Job Recommender Application**

Team ID: PNT2022TMID29798

**TIP**

As you add ideas to the experience, move each these "Five Es" to the left or right depending on the scenario you are documenting.

| | SCENARIO | Entice | Enter | Engage | Exit | Extend |
|---|---|---|---|---|---|---|
| | Browsing, booking, attending, and rating a local city tour | How does someone initially become aware of this process? | What do people experience as they begin the process? | In the core moments in the process, what happens? | What do people typically experience as the process finishes? | What happens after the experience is over? |
| **Steps** — What does the person (or group) typically experience? | | Through forms and college blanks; Through advertisements; Through recruiting | Testing skills and learned about being proactive; Start looking at jobs; Feel dull income; Learn self confidence | Let's reverse it into its industry; Learn more about level of openings; Get a job offer with a promotions; Get to know about brands | Interviews; Hired and trained | Leave the experience present in the job journey; Maintain a ready connection with the industry |
| **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? | | Job seekers interact and model with friends and media with resources; Job Recruiters find the skilled candidate for their company | Job Recommendation by Chatbot; Skill Development Recommendation by Chatbot | Applying to a job offer after they see their skill set; Get a video scanning to refine their resume | Looking companies are targeting a job offer when they file a company; Be aware of job openings and recruitment based areas | Make contact to individual job with confidence; Interact with other companies |
| **Goals & motivations** — At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...") | | Job seeker finds the job offer; Job Recruiter will make the hiring process easier | Job seeker finds the digital model and recommendation; Job Recruiter select the skilled candidate for the company | Job seeker maintain and update the resume and update with attributes; Job seeker will make the whole hiring process easier; Job Recruiter find the compatible based on screening tool | Job seeker email the targets whenever he is the offer from the company | Job seeker will get a good career growth; Job seeker need to find the secure job in the company |
| **Positive moments** — What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting? | | Feasible training for them to join big companies without any fees; Feasible idea to develop skills required by the industry | Optimistic about their career | Get a video training to crack the interview; Build new skills | | Find a new job; Find a good training and improvement in the skills |
| **Negative moments** — What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming? | | Social pressure | Feeling unskilled or unqualified; Fear of rejection; Fear of future | Fear of unemployment scams; Didn't get a job offer from the dream company | Get a job offer from dream company | Imposter syndrome |
| **Areas of opportunity** — How might we make each step better? What ideas do we have? What have others suggested? | | Free one-time trainer for assignment | Registration is done through chatbot | Fake job detection | Send email and vouchers regarding congratulatory | Send job opportunities through email for better job switch. |