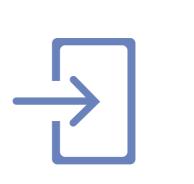
SCENARIO Browsing, booking, attending, and rating a local city tour Steps



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?

What does the person (or group) typically experience?

Social media

Advertisements

Notices

Friends Suggestions

Job Insecurity

Account Registration

Financial Insecurity

User Interaction

Keep updating skill

Discover and analyse their own merits and demerits

Keep track of

upcoming/ongoing

job offers

Applying for

recommended jobs

in the website

Get a job in their

desired company

Salary Satisfaction

Get their desired job role

Inner Peace, Motivated

Sharing their user experience with others

Recommending this platform to their friends and colleagues



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 applicant interacts with the recruitment team to know about the company

> Interaction between job applicant and Recruitment team helps to know about the project frequency, domains, roles in the company

Recruitment team interact with the job applicants to analyse and examine their skillset

A recommendation engine which recommends job based on their skillset

Recruiter Point of view:

To select a best

Chatbot which interacts with user

Regularly keep checking about new job offers

Keep focus on your

area of interest

Searching upcoming job offers in their desired role and

desired company

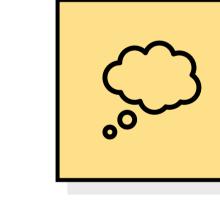
Never miss the deadline for job application

Waiting for offer letter

Post the experience of process to others Working with various persons

Good interaction between employees and manager

Interact with colleagues in different domains



Goals & motivations

At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...") To get a job in their desired company

company

To get a job in their own interested domain

The dream of the job applicants is to get a offer from a trusted

candidate who has the capacity to work in their company

> Applicant Point of view: To get a desired/ trusted job

The applicant should frequently update their resume

> Applicant should regularly learn the booming new technical stacks

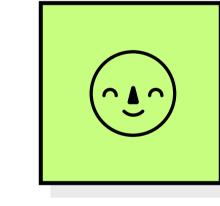
Recruiter: Provide the offer letter to the selected candidate

Applicant : Complete the background verification process and get the offer letter

Get a good job

Acquire more knowledge in industrial project

> Constant career growth for the applicant



Positive moments

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

List of tutorials links are useful for beginners

User can apply for any job offers in any company using the website

Ready to experience a new path in his journey

Excited about the process

Complete certification courses

Learn new skillsets

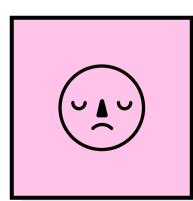
Attend the interview process boldly, without getting nervous

wait for result with patience

> Getting offer letter with pleasure

Constant financial growth

> Gaining vast knowledge from the industrial project



Negative moments

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

Not satisfied with their salary

bored in unrelevant job role

Sad/ Unhappy due to irrelevant job

Depressed due to under qualified / under-rated talents

Fake Job Offers

Unstable Start-Up Companies

Inferiority complex

Rejection in interview process

> Denial of application from desired company

Frustration due to

Feeling low if he get rejected in his dream company



Areas of opportunity

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

Job Description should be added along with the job advertisement

Package spilt-up should be provided Sign in using google should be added

User Profile updation should be available

Untrusted companies should be blocked from the website

Scams should be restricted

letter should be provided

Project frequency, work environment should be discussed (if possible)

Suitable/good job offer with full satisfaction

Posting job offer in LinkedIn