

Customer experience journey map

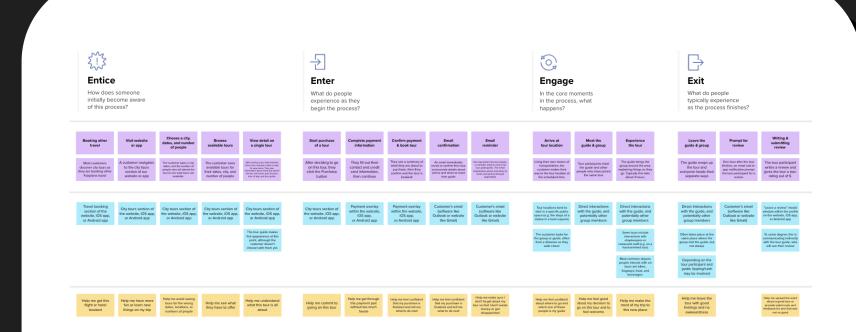
Use this framework to better understand customer needs, motivations, and obstacles by illustrating a key scenario or process from start to finish.

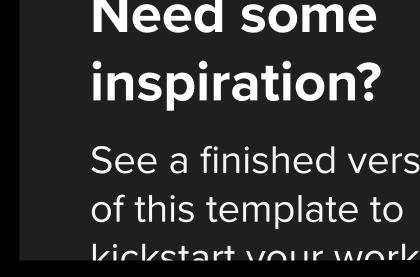
When possible, use this map to document and summarize interviews and observations with real people rather than relying on your hunches or assumptions.

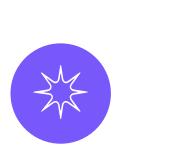
Created in partnership v





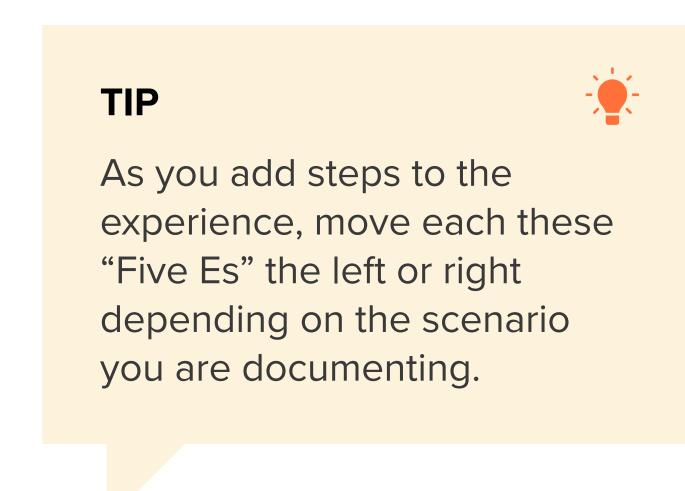






Document an existing experience

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.



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?			people experience ocess finishes?	Extend What happens after the experience is over?
Steps What does the person (or group) typically experience?	when a person cant able to find a job, then he/she will be desperate to find jobs as a person is more desperate for the job, then he/she will find out the best application for recommendation.	User interface should be in simple terms so that the user understands the working of the application	User uploads resumes for searching recommendations	From skills j	Step 5 the resume the are parsed and obs will be commended	Step 6 The recommendation will be displayed along with necessary job details	User feels happy when a proper job offer is received
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?	when a person faces difficulty for recruitment then he/she will use our application interaction will be made through computer or laptop.	User can easily upload the skill set		Retention time of the application decreases as the suggestion loads		Once the job recommendation loads the user can approach via the employer or via application	Job seeker and experience ones can easily get job recommendations
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me" or "Help me avoid")	Help me in getting a perfect job for my skillsets. avoid unwanted suggestions	Reduced time and space complexity increases the efficiency of application		To make the users understand the use of application		Job search API is used for recommendations	Features provided in the application will be user friendly
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	When the user find a perfect job /right job, that makes them satisfied	When a user finds difficult for a job, our application will suggest and recommend many new jobs.		Plenty of proper recommendations is possible		User can have physical or online interviews	
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	user gets irritated when their suggestion doesn't match with their skillsets	When the user couldn't find any job recommendation		User may get irritated when it takes more time to load		When the app is not user friendly and the job search API couldn't find jobs	
Areas of opportunity How might we make each step better? What ideas do we have?	Easy availability of suggestions tie-ups with many companies	Need of more details from the user for accurate recommendation		Online interview is possible		Quick and efficient recommendations	