PROJECT DESIGN PHASE

CUSTOMER JOURNEY MAP

Customer experience Journey map

Seeking Jobs, Improving Skills, Recruiting Employees

typically experience?

Steps
What does the person (or group)

SCENARIO

Entice How does someone initially become aware of this process?

Through

friends

Job seekers interact

with the recruiters and

get to know the

What do people experience as they begin the process?

In the core moments in the process, what happens?

Get to

network on a

large scale

Get to know his/

her weakness and

strengths

Get a job offer

What do people typically experience as the process finishes?

Job satisfaction

Self confidence

Extend What happens after the experience is over?

Shares the experience

with his/her friends and

helps them get

benefited.

Stay connected

with the

recruiters

Created in partnership with

Product School

Share template feedback

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?

requirements in the industry Job recruiters interact with the job seekers

Through

browsing

Job recommendations by chatbot

Anxious and

depressed for

being unemployed

Financial

insecurity

Skills upgradation recommendation by chatbot

Dissatisfaction

Ineptitudity

Applying for recommended job openings in the website

Stay alerted to the new job openings

Stay alerted on application deadlines

Get to know the

skills required in

the industry

Looking ahead for the offer letter from the company

Work with Posts his/her experience with the colleagues at app which helped him/ the company her get employed

Motivation and

determination

Updated to the

technological

advancements in

his/her domain

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...")

Job Seeker: To get a job

Job Recruiter: To make the hiring process easier.

and find out the

potential candidates

Through

advertisements

Job seeker: To get

Excited for

opportunities

Job Recruiter: To choose the potential candidates for their organization

Job seeker: To update and fine tune resume and

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: Have good

Job seeker: Not get fired

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

any fees To be aware of the vacancies in the company without much effort being wherever

To be able to apply

to the dream

companies without

To be able to apply to legit

To be able to apply to companies without physically visiting each company

Optimistic about the new start

Gaining new skills

Gain confidence by attending interviews

Get to know a

lot of job

openings

Get to equip his/

herself with the

skills required in

the industry

Motivated

Got job offer from dream company

Security

Imposter

Send job

Financial
Professional growth

Negative moments

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

Societal Pressure

we are

Pessimistic thoughts of not

Feeling unskilled or unqualified

Frustration due to getting rejected by the companies

Fear of Employment Scams

Depression and distress

Fear of future

Fear of earning a living

Didn't get job offer from dream company

syndrome

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

Free one-toassignment

Registering/logging

Fake job detection Send