SCENARIO What does the person (or group) typically experience? Interactions

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

Entice

How does someone initially become aware of this process?

The users can apply



Engage

In the core moments in the process, what happens?



What do people

The user fills the form and submit it successfully through online

People interacts with

typically experience

as the process finishes?

Extend

What happens after the

experience is over?

Gets calls

company

Get alerts for the job

The users get alerts openings which fits for their skills.

When the user enters

The user should create the profile with correct details and upload the resume. into the job portal, the home page will appear with sign in / signup

The users search for

the job suits for their

skills

The users read the job description like skills

required, level of skills, Location, Company

users to clear their

queries.

The candidate will get the calls from te

The user will get the job alerts that matches to their skills

Get job alerts if the user dataset and job description match

Receive calls from the HR of the



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?

HR calls

Interaction with the

Enter

What do people

experience as they

begin the process?

there is job opening

matches to my skill

Interaction with the

Interaction with the list of jobs in the web page

Interaction with the application while filling the form

Get the job alerts to

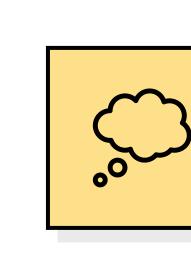
your mail

Interaction with mail

corresponding HR of the company

their skills

Interaction with H



Goals & motivations

primary goal or motivation? ("Help me..." or "Help me avoid...")



find enjoyable, productive, fun, motivating, delightful, or exciting?

Negative moments

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

What have others suggested?

Customer feels upset

Customer will become

happy and feel free to

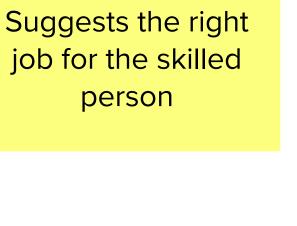
apply for the jobs through online







Takes time to use the





gets upset



Customer excites for the list of job

openings as per their skills

Customer will dissatisfy If the responses are unclear

Users feel anxious to apply for the new

role

when the application process fails

Customer feels low when there are no job alerts

The user will get sad when there is no

update from the application