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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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.

Skill/Job Recommender Application
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TIP
As you add steps to the experience, move each these "Five Es" the left or right depending on the scenario you are documenting.

Scenario

Searching jobs, learning new skills, Recruiting skilled candidates

	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?
Steps — What does the person (or group) typically experience?	Through friends and college staffs · Through advertisements · Through browsing	Feeling sad and frustrated about being unemployed · dissatisfaction of jobs · financial problems · Loose self-confidence	Get to know the skills required in the industry · Get to know about lots of job openings · Get a job offer with a satisfaction · Get to know about her skills	Job satisfaction · Highly motivated and trained	Shares the experience gained in her job journey · maintain a friendly connection with a recruiters
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 maintain a friendly connection with recruiters · Job recruiters finds the skilled candidate for her company	Job recommendation by chatbot · Skill development recommended by chatbot	applying a particular job, based on their skillset · Get a job openings notification via email	Looking very curious on getting a job offer letter from the company. · Be aware of job openings and application deadlines.	Work and gain skills with colleagues at the company · Interact with all the people in the organisation
Goals & motivations — **People:** Who do they see or talk to? **Places:** Where are they? **Things:** What digital touchpoints or physical objects would they use?	Job Seeker: To get a job offer · Job Recruiter: will make the hiring process easier	Job seeker: to get the right job and skill recommendation · Job recruiter select the skilled candidate for her company	Job seeker maintain and update her resume properly and effectively · Job seeker will crack the written test and interviews · Job recruiter will filter the candidates based on screening test	Job seeker will finish the background clearance and get the job offer letter as soon as possible	Job seeker will gain a good career growth · Job seeker will not fired from her company
Positive moments — What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	To be able to apply her dream job in big companies without any fees · To be able to develop her skills required by the industry	Optimistic about that new start	Gain self confidence by attending mock interviews · Gain new skills	Motivated and exhilarated	Financial security · Professional growth and improvement in her attitude
Negative moments — What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	societal pressure	Feeling unskilled or unqualified · Fear of rejection · Fear of future	Fear of employment scams · Didn't get a job offer from the dream company	Get 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-to-one mentor assignment	Registration is done through chatbot	Fake job detection	Send email and vouchers regarding congratulatory	Send Job opportunities through email for better job switch