



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 with







PROJECT TITLE: SKILL AND JOB RECOMMENDER APPLICATION

TEAM ID:PNT2022TMID29623

CUSTOMER JOURNEY MAP

Enter Extend Engage **Entice** Browsing, booking, Exit attending, and rating a What happens after the In the core moments What do people What do people typically experience local city tour in the process, what experience is over? experience as they initially become aware begin the process? of this process? as the process finishes? Shares the experiencewith his/her friends and Financial Stay connected Updated to the technological Motivation ar Job Steps Through helps them getbenefited. Through social media What does the person (or group) Get to equip his/ Get to know the skills Get to network Get to know his/ her typically experience? herself with the required inthe on alarge scale weakness and skills required in the industry User industry strengths Through registration interaction Self confidence browsing Interactions What interactions do they have at each step along the way? Stay alerted on with the the new job managers of the with the job by chatbot openings inthe application deadlines app which helped People: Who do they see or talk to? openings company him/her get by chatbot know about Places: Where are they? and find out Things: What digital touchpoints or physical objects would they use? Job seeker: To Job Recruiter:easy Goals & motivations choose the potential process for Job seeker: To ace the Job seeker: To the background Job seeker: good Job Seeker:To get At each step, what is a person's Job seeker:Not update and fine thoroughly assess clearance and getthe their dream job career growth candidates for primary goal or motivation? tuneresume and CV get fired the right job offer letter ("Help me..." or "Help me avoid...") their tests and the candidates as soon as interview possible To be able toapp Positive moments apply to Optimistic about to the dream Got job offer from New skill waiting for new What steps does a typical person Companies without face to face visiting thenew start companies without and knowledge confident find enjoyable, productive, fun, Security motivating, delightful, or exciting? any fees. Negative moments Feeling un-skilled thoughts of not Didn't get job What steps does a typical person Frustration due to Fear of Negative thinking and offer from $find\ frustrating, confusing, angering,\\$ getting the right getting rejected by Employment Scams Fear of Imposter syndrome earning a living costly, or time-consuming? Clear Fake job Send job explanation of the job Registeri ng/ Areas of opportunity alert and filtering logging in though How might we make each step description emailfor better? What ideas do we have? better What have others suggested?

PROJECT DESIGN PHASE 2