

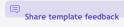


Customer experience journey map

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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PROJECT TITLE: SKILL AND JOB RECOMMENDER APPLICATION

TEAM ID:PNT2022TMID29263

CUSTOMER JOURNEY MAP

PROJECT DESIGN PHASE 2

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