

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

Product School

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Browsing, booking, attending, and rating a local city tour	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 Social media Througth advertisements Througth browsing Websites	Job Financial insecurity User interaction Registration	Get to Know alot of job opening Get to network on largescale Get to know his/her weakness and strengths Get to know the skills required in the industry Get to know the skills required in the industry	Update to the technological advancements in his/her domain Motivation and Job satisfaction determination	Shares the experience with his/her friends and helps them get benefitied Stay connected with the 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 seckers interact with the recruiters to know about industry job recruiterout the potencial	You can interact by chartbot Skills upgradatation recommendation by chartbot	Applying the recommendedjob openings in the website Stay alerted on the new job openings Stay alerted on application deadlines	Looking ahead for the offer letter of the company post his/her experience with the app which helped him /her to get employed	Work with colleagues of the company Intract with the managers of the company company
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me" or "Help me avoid")	Job secker:To get their dream job offer. Job Recruiter:easy process for recruitment.	job secker:To get the rigth job Job Recruiter:To choose the potential candidate for their organization	Job secker:To update and fine tuneresume and CV Job secker:To ace the written test and interview Job recruiter:To througthlu assess the candidates	Job secker:To finish the background clearance and getthe offer letter as soon as possible	Job secker:good
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	To be able to apply to to the dream companies without any fees. To be able to apply to companies without face to face visiting the company	Waiting for new opportunitires Optimistic about the new start	New skill and knowledge Get more confidence by attending interviews	Got job offer them dream company Self confident	Financial Professional growth
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	Pressure	pessimistic thougths of not getting the rigth job Feeling un-Skilled or unqualified	Fear of Future Life	Don't get job offer fromdream company	Imposter syndrome
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	Clear explanation of the job description	Registering/ logging in though	Fake job alert and filtering	Send congratulator email	send job opportunities through email for better

03october 2022

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