



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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Skill/Job Recommender Application

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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.

Scenario Searching jobs, learning new skills, recruiting skilled candidates	Entice How does someone initially become aware of the process?	Enter What do people experience as they begin the process?	Engage As 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 Disappointment of jobs Financial Problems Lower self confidence	Get to know the skills required in the industry Get to know about job of job openings Get a job offer with a satisfaction Get to know about her skills	Job satisfaction Highly motivated and trained	Share her moment gained in her job journey Maintain a friendly connection with a recruiter
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 establish a friendly connection with recruiter Job Recruiters find the email contacts for her company	Jobs Recommendation by chatbot Self Development Recommendation by chatbot	Applying a particular job based on their skillset Get a job openings notification via email	Looking very curious in 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 & Motivation 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 Seeker: To get a job offer Job Recruiter: will make the hiring process easier	Job Seeker: To get the right job and self-employment Job Recruiter: select the skilled candidates 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 screening and get the job offer letter to start the process	Job seeker will gain a good career growth Job seeker will not find from her company
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	It is fun to gain the interview and receive a job offer It is fun to receive the job offer letter	Optimistic about that new start	Gain self confidence by achieving much 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, annoying, costly, or time consuming?	Societal pressure	Fruiting, unskilled or unemployed Fear of rejection Fear of future	Fear of unemployment Fear of getting a job offer from the other company	Get job offer from abroad company	Imposter Syndrome
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	Free use to use better assignment	Registration is more through chatbot	Make job description	Need to work on communication	Need job interviewers to find more better job seekers



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