



# 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 IBM-Project-1887-1658419772

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**TIP**  
As you add steps to the experience, move each frame "One" to the left or right depending on the manner you are documenting.

<b>Scenario</b> Searching jobs, learning new skills, Recruiting skilled candidates	<b>Entice</b> How does someone initially become aware of this process?	<b>Enter</b> What do people experience as they begin the process?	<b>Engage</b> In the core moments in the process, what happens?	<b>Exit</b> What do people typically experience as the process finishes?	<b>Extend</b> What happens after the experience is over?
<b>Steps</b> What does the person (or group) typically experience?	Through friends and college stuffs Through advertisements Through browsing	Feeling sad and frustrated about being unemployed Disavowal of jobs Financial Problems Losing self confidence	Get to know the skills required in the industry Get to know about way of job openings Get a job offer with a satisfaction Get to know about her skills	Job satisfaction Highly motivated and trained	Shows her experience and in her job journey Maintain a healthy connection with a recruiter
<b>Interactions</b> What interactions do they have at each step along the way? • <b>People:</b> Who do they see or talk to? • <b>Places:</b> Where are they? • <b>Things:</b> What digital touchpoints or physical objects would they use?	Job seekers interact and maintain a healthy connection with Recruiters Job Recruiters finds the skilled candidates for her company	Job Recommendation by chatbot Skill Development Recommendation by chatbot	Applying a particular job based on their skillset Get a job openings notification via email	Looking very curious or 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 organization
<b>Goals &amp; Motivation</b> What interactions do they have at each step along the way? • <b>People:</b> Who do they see or talk to? • <b>Places:</b> Where are they? • <b>Things:</b> 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 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 interview Job Recruiter will filter the candidates based on screening test	Job seeker will finish the background check 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
<b>Positive moments</b> What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	To be able to learn new skills and connect with others To be able to share her own skills and to be hired	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
<b>Negative moments</b> What steps does a typical person find frustrating, confusing, engaging, costly, or time-consuming?	Societal pressure	Fear of unskilled or unqualified Fear of rejection Fear of future	Fear of employment failure Not get a job offer from the dream company	Get job offer from dream company	Imposter Syndrome
<b>Areas of opportunity</b> How might we make each step better? What ideas do we have? What have others suggested?	How can we make better assignments	Registration is more through chatbot	Make job interviews	Send resume and maintain ongoing communication	Send job recommendations and make better job matches

