

Project Design Phase II

Customer Journey Map

Date	21 October 2022
Team ID	PNT2022TMID22004
Project Name	Skill and Job Recommender
Maximum Marks	

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.

Source: [Product School](#)

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Document an existing experience

Write your team's existing customer journey map or existing process or service. In the **Steps** row, document the step-by-step process someone today experiences. Then add details to each of the other rows.

	Discover	Enrich	Enter	Engage	Exit	Extend
Steps What steps someone takes to go through experience?	Search job Filter results Apply for jobs Interview Get hired	Learn more about the company Read reviews Contact HR Get an offer	Accept the offer Start work Learn the ropes Get feedback Grow in the role	Build relationships Take on challenges Get promoted Stay motivated	Give feedback Leave the company Find a new job Stay in touch	Stay in touch Get a new job Stay motivated Stay in touch
Interactions What interactions does the customer have with the company?	Search job Filter results Apply for jobs Interview Get hired	Learn more about the company Read reviews Contact HR Get an offer	Accept the offer Start work Learn the ropes Get feedback Grow in the role	Build relationships Take on challenges Get promoted Stay motivated	Give feedback Leave the company Find a new job Stay in touch	Stay in touch Get a new job Stay motivated Stay in touch
Goals & motivations What goals and motivations does the customer have?	Find a job Get hired Grow in the role	Learn more about the company Read reviews Contact HR Get an offer	Accept the offer Start work Learn the ropes Get feedback Grow in the role	Build relationships Take on challenges Get promoted Stay motivated	Give feedback Leave the company Find a new job Stay in touch	Stay in touch Get a new job Stay motivated Stay in touch
Positive moments What moments does the customer have that are positive?	Find a job Get hired Grow in the role	Learn more about the company Read reviews Contact HR Get an offer	Accept the offer Start work Learn the ropes Get feedback Grow in the role	Build relationships Take on challenges Get promoted Stay motivated	Give feedback Leave the company Find a new job Stay in touch	Stay in touch Get a new job Stay motivated Stay in touch
Negative moments What moments does the customer have that are negative?	Find a job Get hired Grow in the role	Learn more about the company Read reviews Contact HR Get an offer	Accept the offer Start work Learn the ropes Get feedback Grow in the role	Build relationships Take on challenges Get promoted Stay motivated	Give feedback Leave the company Find a new job Stay in touch	Stay in touch Get a new job Stay motivated Stay in touch
Areas of opportunity What areas of opportunity does the customer have?	Find a job Get hired Grow in the role	Learn more about the company Read reviews Contact HR Get an offer	Accept the offer Start work Learn the ropes Get feedback Grow in the role	Build relationships Take on challenges Get promoted Stay motivated	Give feedback Leave the company Find a new job Stay in touch	Stay in touch Get a new job Stay motivated Stay in touch