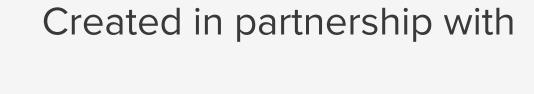
Customer experience journey map

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.









SCENARIO

Browsing, booking,

attending, and rating a

local city tour

What does the person (or group)

What interactions do they have at

Places: Where are they?

People: Who do they see or talk to?

Things: What digital touchpoints or

physical objects would they use?

Steps

typically experience?

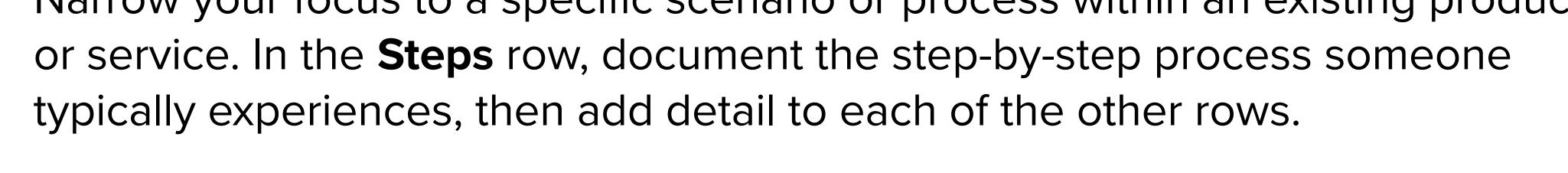
Interactions

each step along the way?

Narrow your focus to a specific scenario or process within an existing product

Entice

initially become aware

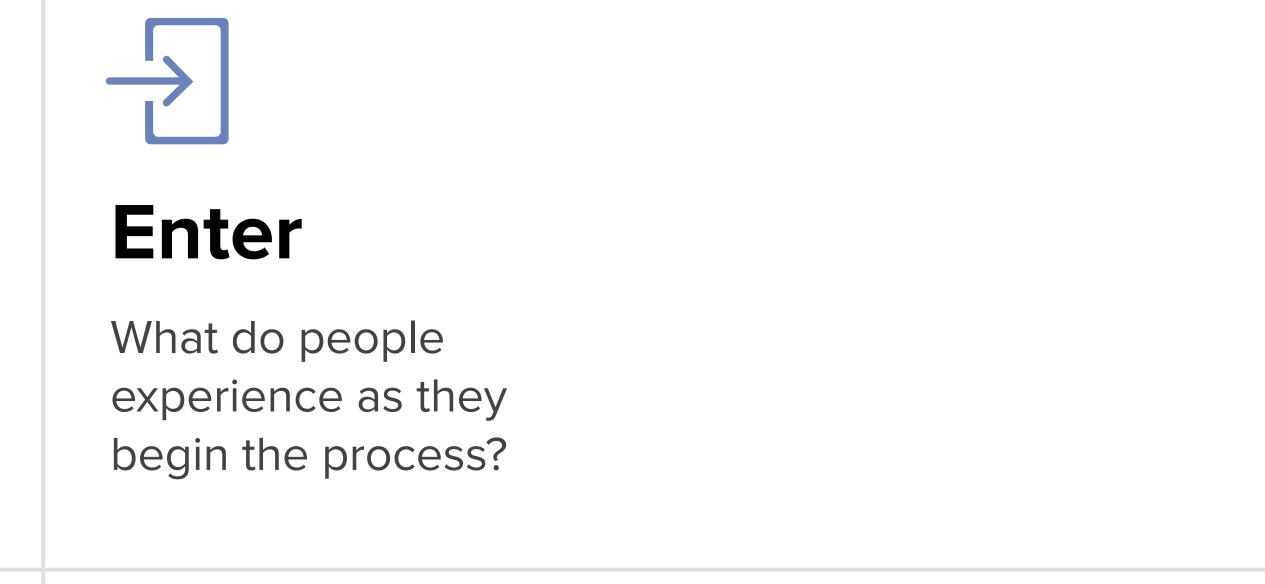


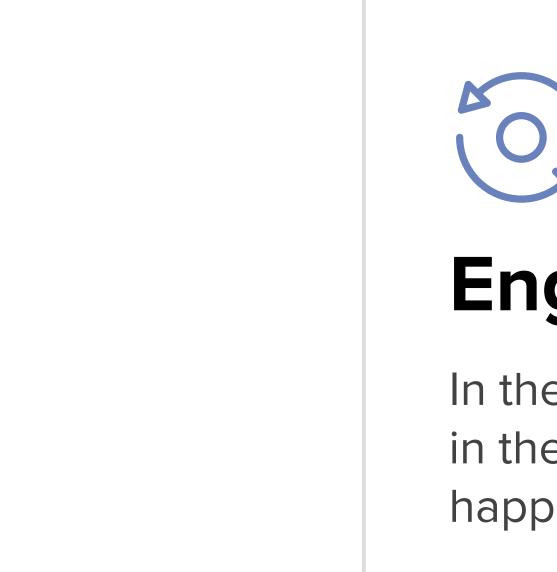
How does someone

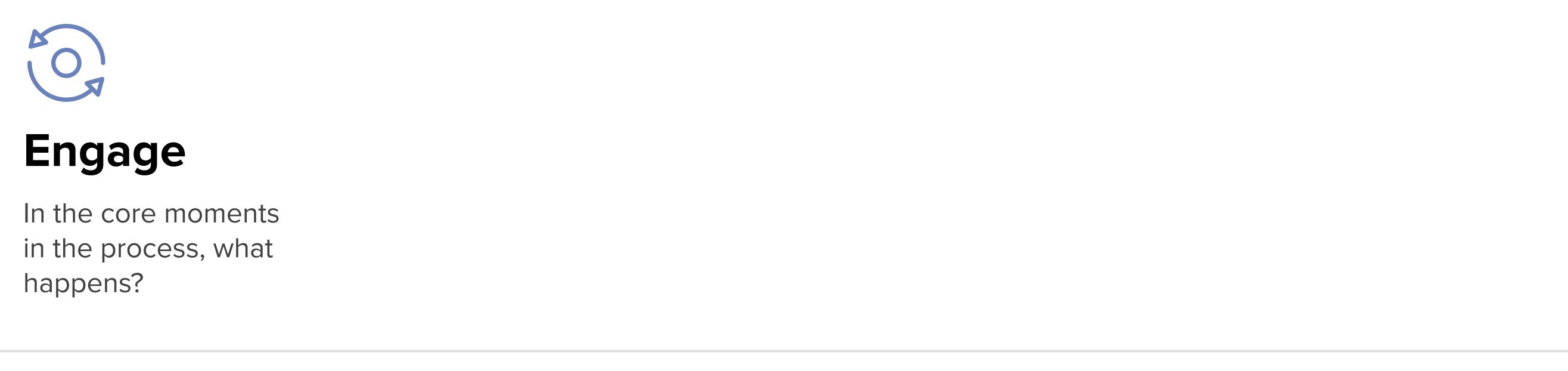


Through
Articles and
magazines

Potential candiates

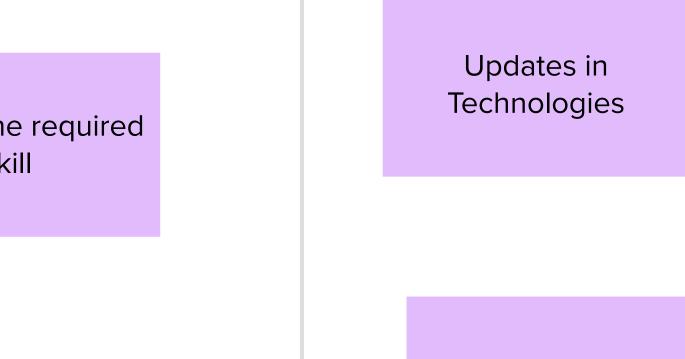






deadline





Exit

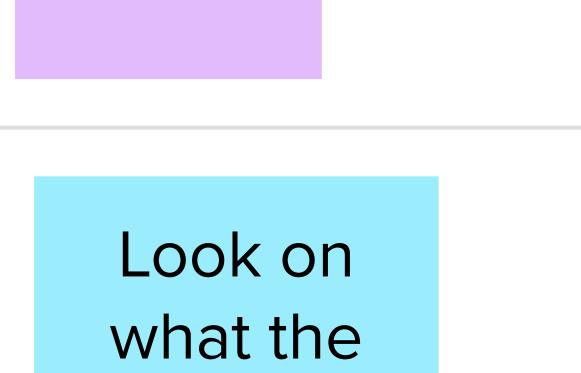
What do people

Learn the

required for

typically experience

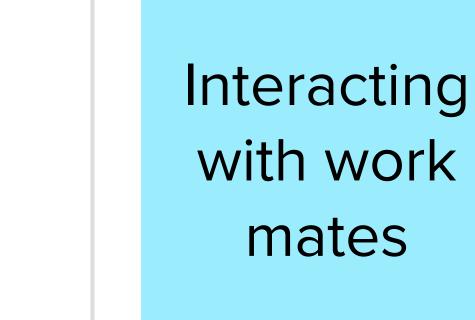
as the process finishes?



company is

Team ID: PNT2022TMID27335

Project-Skill/Job Recommender



Extend

What happens after the

experience is over?

Sharing the work expereince

in offfice

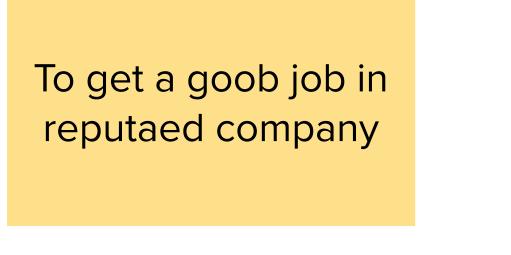
Stay connected with



Goals & motivations

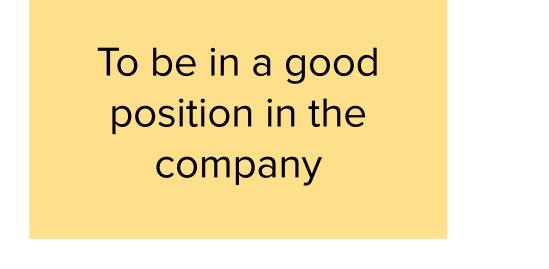
At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")

Positive moments

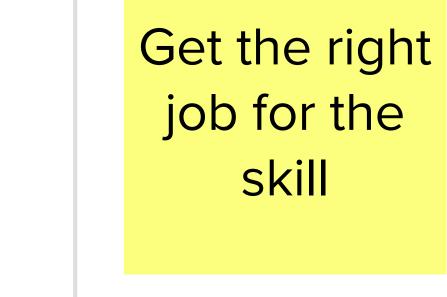


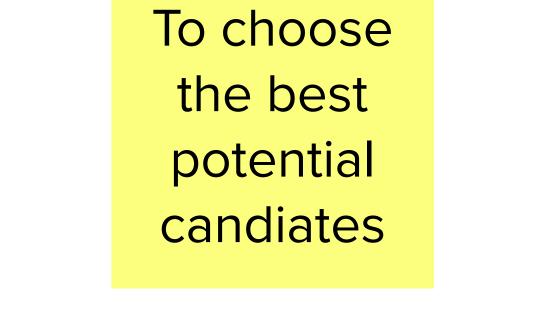
new job

Interact with employees

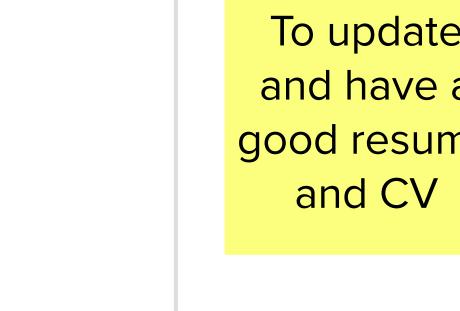


fresh job

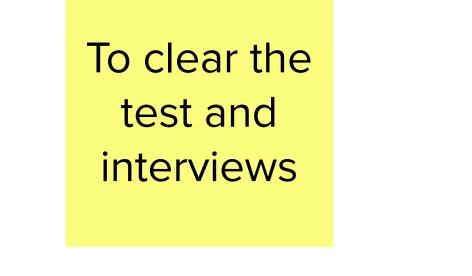




inecurities due to financial

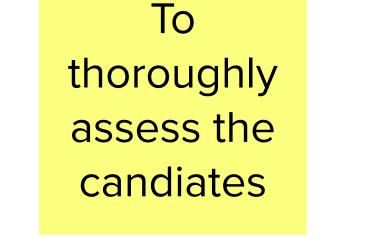


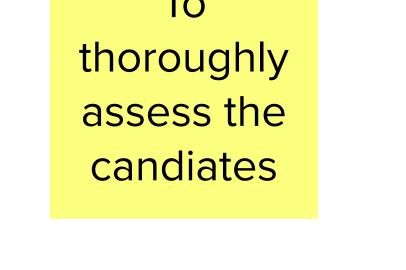
Confirmation



Stay alert

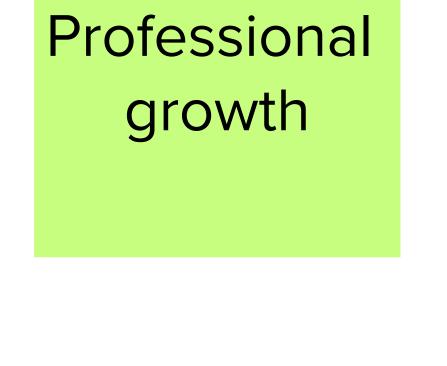
about new





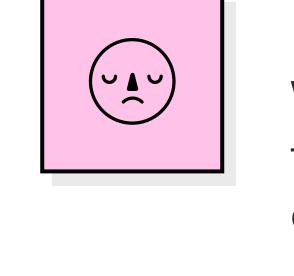
clearance and get the offer

To finish the



Not getting

placed

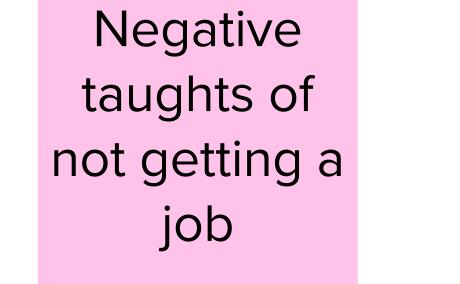


Negative moments

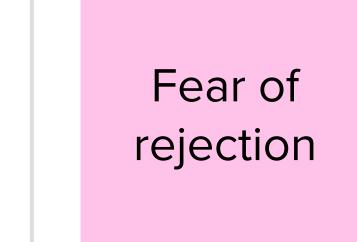
What have others suggested?

costly, or time-consuming?













Dream

