

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



PNT2022TMID23059- Skill and Job Recommender



Document an existing experience

How might we make each step

better? What ideas do we have?

What have others suggested?

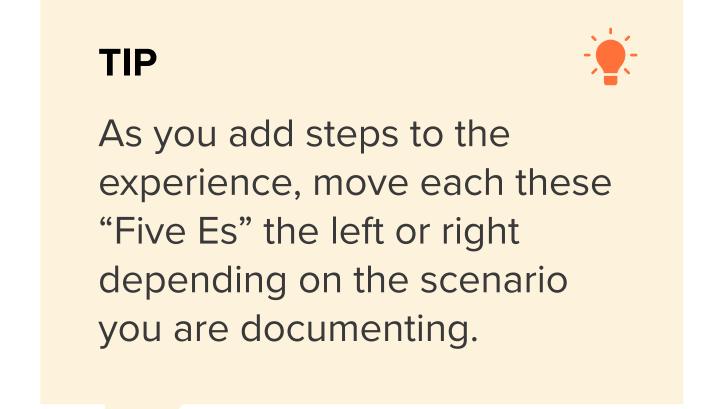
Narrow your focus to a specific scenario or process within an existing product or service. In the **Steps** row, document the step-by-step process someone typically experiences, then add detail to each of the other rows.

They can give

nbiased reviwe about

our app,interview

experience etc.,



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SCENARIO Browsing, booking, **Entice Exit Enter Extend** Engage attending, and rating a local city tour How does someone What do people What happens after the What do people In the core moments initially become aware experience is over? typically experience in the process, what experience as they of this process? as the process finishes? begin the process? happens? People consider Individuals become Steps They realise the importance of What is the aware of the the employment They get a Job Recommender What does the person (or group) industry's application targeted in abilities required for suggested by the market towards job seekers job with typically experience? the position and scope and the app to be those they should which they what are the According to the According to his continue to sufficient to meet expectations? get satisfied develop. their demands. Interactions They learn more They make career People learn What interactions do they have at They learn more about what the recommendations each step along the way? about the about the based on our corporate world Interaction with the industry and the opportunities nterests and our expects from them chat bot People: Who do they see or talk to? potential range talents. and how they can available in of abilities. Places: Where are they? develop themselves the sector Things: What digital touchpoints or physical objects would they use? **Goals & motivations** Obtaining the position that Using their Attaining a job that suits their skills and Managing Developing their talents. At each step, what is a person's acquired interest perfectly matches my their time primary goal or motivation? skills to find and skill ("Help me..." or "Help me avoid...") skills, neither a job more nor less **Positive moments** The app offers time They feel If they find a job, They feel the They feel management so that What steps does a typical person satisfied with they feel good if need for the excited about users can focus on find enjoyable, productive, fun, not, our chatbot appreciation other tasks. using app as motivating, delightful, or exciting? will send interacrtive and the review they can find application. consoling of their skills their dream job. messages **Negative moments** They feel What steps does a typical person straightforward They start to find frustrating, confusing, angering, stressed out At the initial stage, They feel (and polite) lose their costly, or time-consuming? they find difficult to as they correction of any frustrated as interest as they develop their skilss couldn't find they couldn't inaccuracies face constant their job. rejections from match any job Areas of opportunity