

Stage		Awareness	Consideration	Decision	Service	Loyalty
1	Customer Action	View online ad,hear about from friends	Browse for jobs on website	Accept and response for futher steps or neglect	Receives job details and availability	Reviews based on website service on review page
	Touch points	Word of mouth, advertisement, social media	Website,word of mouth, social media	Website, online applications,phone	Job websites, education websites	Word of mouth, social media, review site
	Customer experience	Hears from other people or website and seeks for a job	Browse and seeks for their needed job and submit their data	Check for their position among the environment and think for the solution	Go through the recommended set of offers	Give response and reviews according to the service
	Target	Reach more websites, growth between the social media	More number of visitors for our website	Accepting the recommendation and forward move for further steps	Provide reasonable job details for the correct user	More customers followed by the previous and regular user
	Goals	Increase interest on seeking our website	Large number of users signing for job suggestions in our website	Users to contact the job details recommended by the website	To give valuable service and suggestions about their wished job	Suggestions to other users for our user about this website