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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Project Title : Skill / Job Recommender Application   **Team ID : PNT2022TMID03200**

SCENARIO

Browsing, booking, attending, and rating a local city tour

	Entice How does someone initially become aware of this process?	**Enter** What do people experience as they begin the process?	**Engage** In the core moments in the process, what happens?	**Exit** What do people typically experience as the process finishes?	**Extend** What happens after the experience is over?
Steps What does the person (or group) typically experience?	Through social media; Word of mouth; Through Colleges	Irrelevant Job; Financial Issues	Information about job market; Importance of networking; Improve skills needed; Try to find job of relevant skill	Gain hope since their skill is not wasted; Job satisfaction; Improves self confidence	Word of mouth about the application; Use this in future
Interactions What interactions do they have at each step along the way? **People:** Who do they see or talk to? **Places:** Where are they? **Things:** What digital touchpoints or physical objects would they use?	They try to apply off campus with heavy competition.; They contact recruiter and try to attend interviews	Use filter or chatbot; Update to required skills based on suggestion	Applying for Job that match their skill; Get notification when new jobs open	They successfully complete the interview; Share their experience with others	Work after successful interview
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me…" or "Help me avoid…")	User can get his job of interest; Easy for companies to recruit	Get job for their skill; Companies get the correct candidate	User uploads the resume; User gives his skill set, education and past experience.	Finding their dream job and getting it	Nice dream career
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	Dream companies for acquired skill; Easy online process, not getting tired of applying to jobs	Look for better life than present; Looking for best fit job	Get to know about the job market; No fear to apply for jobs	Get job after successful interview; Happy user	Attain dream career; Share experience to friends
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	Lose Hope	Fear of getting right job; Loosing self confidence	Financial Issues; Fear of unemployment; Pressure; Fear about interview	Getting irrelevant job and not cracking dream company	Not recommending the app to others
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	Right job with sufficient information	Using job market to fund the right job; Using chatbot for better help	List correct jobs based on the skills; Provide better user experience	Rating profile on successful job hunt	Get review of experience and provide them with more service