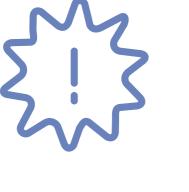
SKILL AND JOB RECOMMENDER

Project Design Phase II - Customer Journey Map

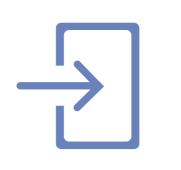
Team ID: PNT2022TMID35223

SCENARIO

Navigating through the application whilst searching and applying to relevant job openings



How does someone initially become aware of this process?



What do people experience as they begin the process?



Engage

In the core moments in the process, what happens?



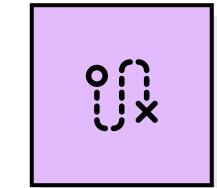
Exit

What do people typically experience as the process finishes?



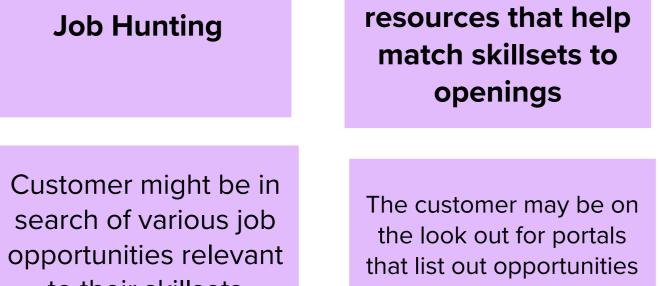
Extend

What happens after the experience is over?



Steps

What does the person (or group) typically experience?



pportunities relevant

to their skillsets

Look out for esources that help openings

which match their skillset

Internet

Organization's website

Comes across They may take a tour of the application

and to put it to best



identifies their skills and

Profile creation section of the

application

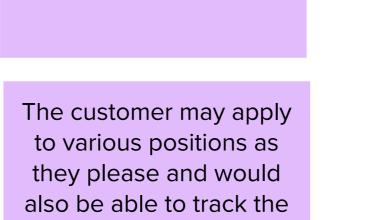
expertise

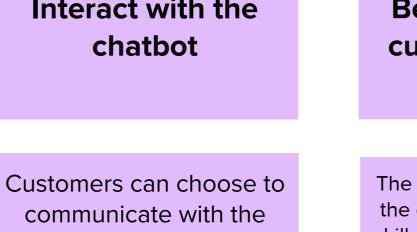


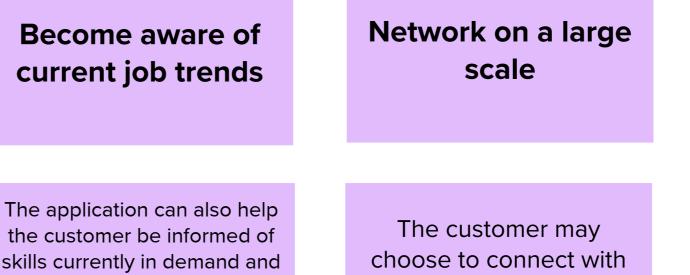
relevant to their skills



status of their application





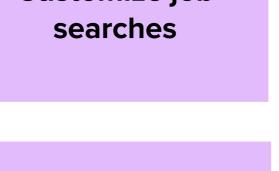


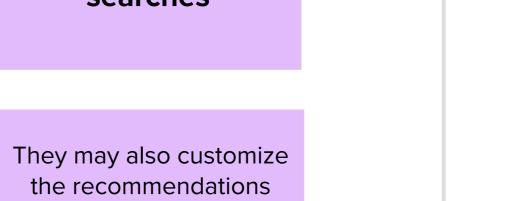
other such job seekers



they receive with respect

to a lot of factors







always essential for a

multitude of reasons

Direct Message Section of the

numerous openings to choose from and also be

various

able to refer to viable

resources when needed

Resources page of the application

of the application

Once the customer submits

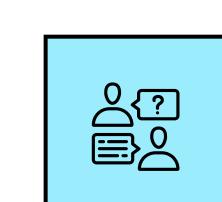
experiences The application would allow customers to

Provide feedback

based on their



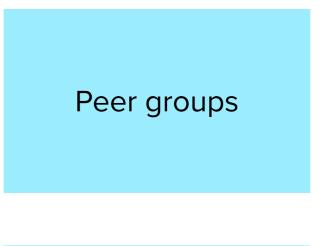
If the customer receives an offer according to contribute their opinio their expectations, they would be satisfied. which can be used to improve the application

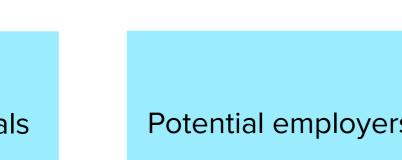


Interactions

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?





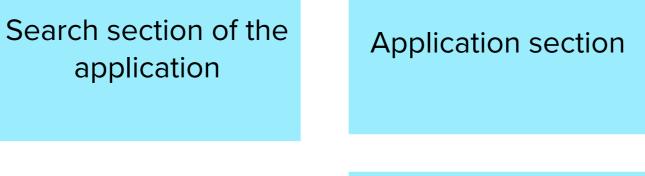




application found and eager to use it

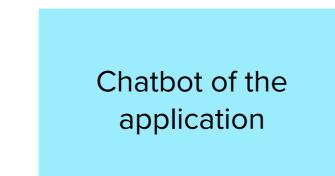
Other job seekers



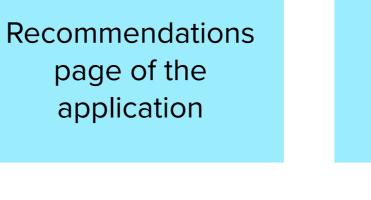




Customer's email



chatbot to get more personalized recommendations

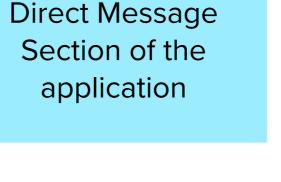


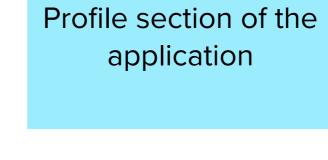
Search section of the

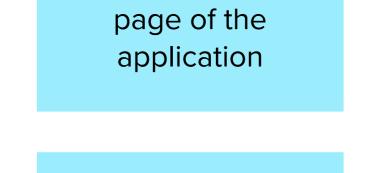
application

they would also have access

to various resources for the







Search section of the

application

Recommendation

are looking for

application

Be at ease with being

able to have frequent

checks on the status

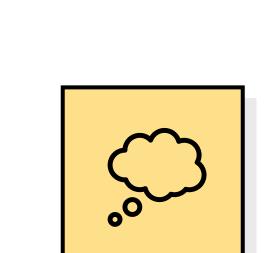
of the application

the application, they would receive notifications via

email helping them keep track of the application

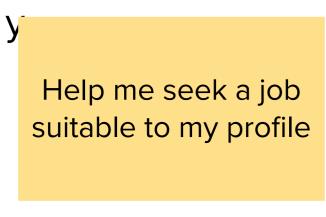
Feedback section of

Organization or



Goals & motivations

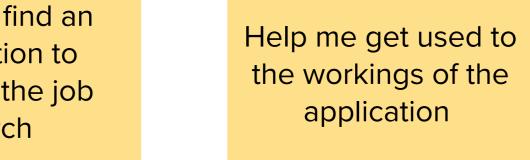
At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")

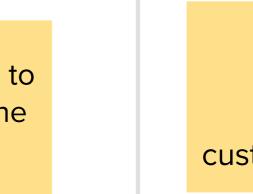


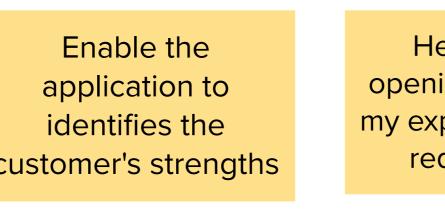
Career fairs

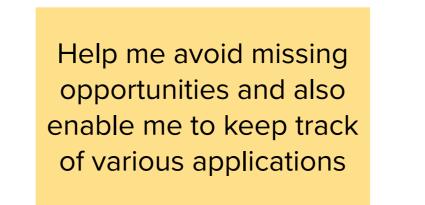


help aid the job

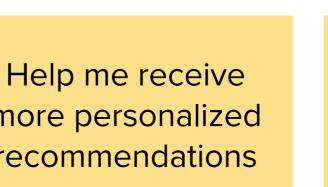








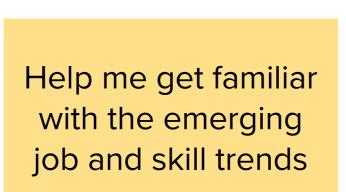
Keen on making use of these new



Pleased with being

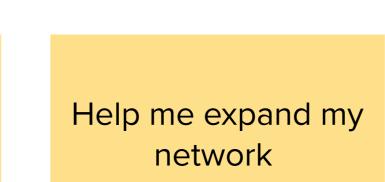
able to customize

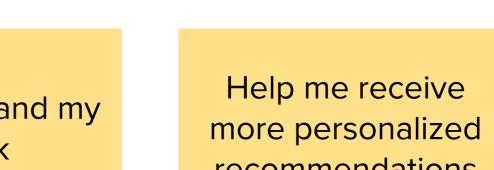
recommendations



Content to be more

hiring trends





Help me be well informed of skills recommendations

with others on the network and benefit from it

able to connect to a larger group of users

Help me expand my

Help me stay up-toskillset and become more capable

date with the status my experience with of my application

Ensure that I am content with my offer which meets my necessities and requirements



What steps does a typical person

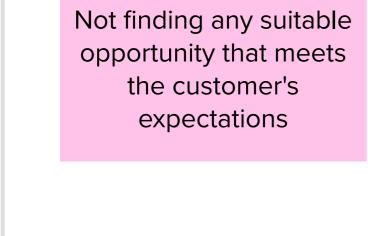
Positive moments

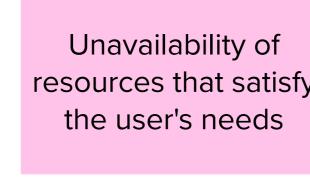
find enjoyable, productive, fun, motivating, delightful, or exciting?

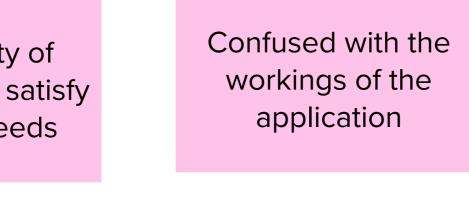


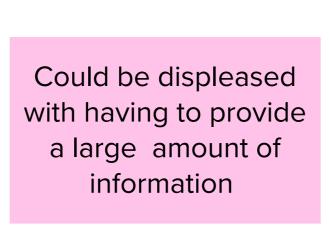
What steps does a typical person

find frustrating, confusing, angering, costly, or time-consuming?

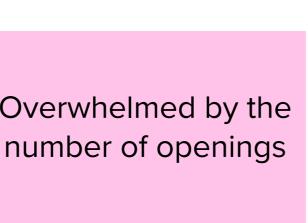




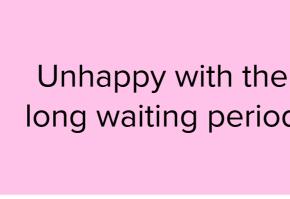


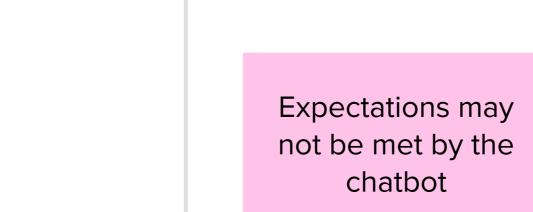


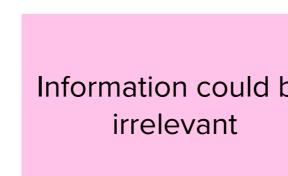
match the created

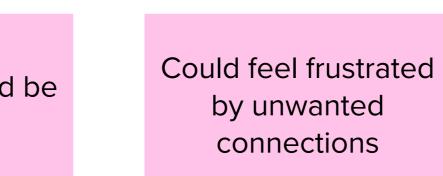


loads of new









Requirements may not be satisfied

Pleased with being

able to customize

recommendations

Information could be

irrelevant

Could feel frustrated by unwanted connections

Could be confused with which ones to

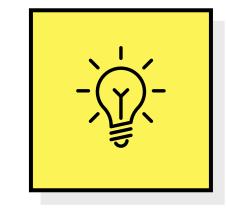
Pleased with the

availability of resources which would help with skill growth

constant and recurrent emails

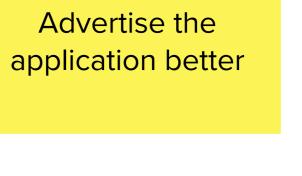
experience

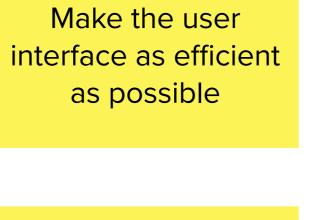
Probably dissatisfied or not content with offer received



Areas of opportunity How might we make each step

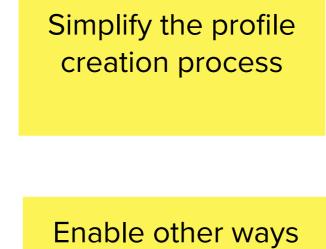
better? What ideas do we have? What have others suggested?





Provide an easy

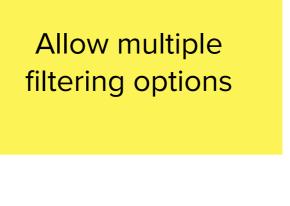
tutorial

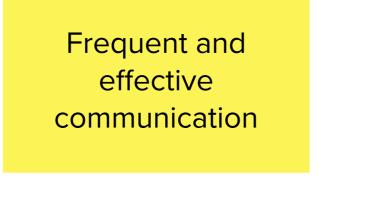


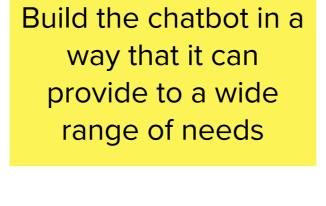
of profile creation

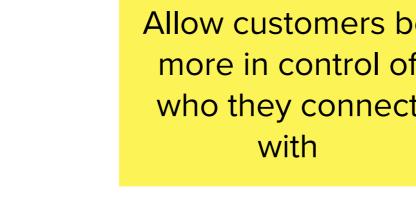
(resume, other job

portfolios etc.)







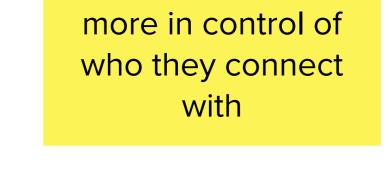


Facilitate an easy

communication

freedom with customizing their search results

Allow users more



Ensure that the and relevant to the

with regards to

Make utmost use of

the feedback provided

to improve the

application overall