

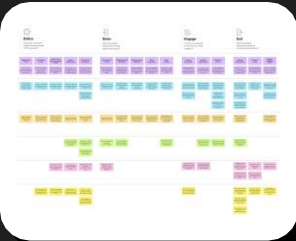


Customer experience journey map

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.

Created in partnership with  **Product School**

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





Need some inspiration?
See a finished version of this template to kickstart your work.
[Open example](#) →



Document an existing experience

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.

Team ID: PNT2022TMD16271

	<div></div> <div>Entice</div> <div>How does someone initially become aware of this process?</div>	Enter	Engage	Exit	Extend
<div><div>SCENARIO</div><div>Browsing, booking, attending, and rating a local city tour</div><div> Steps What does the person (or group) typically experience?</div></div>	<div>users discover our website when searching for job</div> <div>Through advertisements</div> <div>Through Friends</div>	<div>users submit their resume and complete the profile details</div> <div>users browse the website looking for desirable jobs</div>	<div>Get to network on a large scale</div> <div>Get to know the skills required in the industry</div> <div>user gets an email after application</div>	<div>Updated to the technological advancements in his/her domain</div> <div>feedback is collected from the users for improving users</div>	<div>Shares the experience with his/her friends and helps them get benefited.</div> <div>Stay connected with the recruiters</div>
<div><div>Interactions</div><div>What interactions do they have at each step along the way?</div><div><div>■ People: Who do they see or talk to?</div><div>■ Places: Where are they?</div><div>■ Things: What digital touchpoints or physical objects would they use?</div></div></div>	<div>Homepage of the website</div> <div>Profile section of the website</div>	<div>Job recommendations by chatbot</div> <div>search jobs section of the website</div>	<div>Applying for recommended job openings in the website</div> <div>Stay alerted to the new job openings</div>	<div>Looking ahead for the offer letter from the company</div>	<div>Interact with the managers of the company</div> <div>Work with colleagues at the company</div>
<div><div>Goals & motivations</div><div>At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")</div></div>	<div>Job Seeker: To get a job offer</div> <div>Job Recruiter: To make the hiring process easier.</div>	<div>Job Recruiter: To choose the potential candidates for their organization</div> <div>Job seeker: To get the right job and skill recommendations</div>	<div>Job seeker: To update and fine tune resume and CV</div> <div>Job recruiter: To thoroughly assess the candidates</div>	<div>Job seeker: To finish the background clearance and get the offer letter as soon as possible</div>	<div>Job seeker: Have good career growth</div>
<div><div>Positive moments</div><div>What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?</div></div>	<div></div>	<div></div> <div></div>	<div></div> <div></div>	<div></div> <div></div>	<div></div> <div></div>
<div><div>Negative moments</div><div>What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?</div></div>	<div></div> <div></div>	<div></div> <div></div>	<div></div>	<div></div>	
<div><div>Areas of opportunity</div><div>How might we make each step better? What ideas do we have? What have others suggested?</div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>

