



# 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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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.

## Skill/Job Recommender Application IBM-Project-27159-1660048023

Team ID : PNT2022TMID52501

TIP  
As you add steps to the experience, move each frame "You" for the left or right depending on the scenario you are documenting.

| Scenario<br>Searching jobs, learning new skills, Recruiting either candidates  | Entice<br>How does someone initially become aware of this process?   | Enter<br>What do people experience as they begin the process?  | Engage<br>In this case, moments in the process, what happens?  | Exit<br>What do people typically experience as the process finishes?   | Extend<br>What happens after the experience is over?   |
|--|--|--|--|--|--|
| <b>Steps</b><br>What does the person (or group) typically experience?  | Through friends and college stuffs<br>Through advertisements<br>Through browsing   | Feeling sad and frustrated about being unemployed<br>Dissatisfaction of jobs<br>Financial Problems<br>Lose self confidence | Get to know the skills required in the industry<br>Get to know about way of job openings<br>Get a job offer with a satisfaction<br>Get to know about her skills                                | Job satisfaction<br>Highly motivated and trained   | Share the experience gained in her job journey<br>maintain a healthy connection with a recruiter       |
| <b>Interactions</b><br>What interactions do they have at each step along the way?<br>• <b>People:</b> Who do they see or talk to?<br>• <b>Places:</b> Where are they?<br>• <b>Things:</b> What digital touchpoints or physical objects would they use?           | Job seekers interact and receive a friendly connection with recruiter<br>Job Recruiters find the initial candidate for her company | Job Recommendation by chatbot<br>Skill Development Recommendation by chatbot   | Applying a particular job based on her interest<br>Get a job openings notification via email   | Looking very happy on getting a job offer letter from the company<br>Be aware of job openings and application deadline | Work and gain skills with colleague at the company<br>Interact with all the people in the organisation |
| <b>Goals &amp; Motivation</b><br>What interactions do they have at each step along the way?<br>• <b>People:</b> Who do they see or talk to?<br>• <b>Places:</b> Where are they?<br>• <b>Things:</b> What digital touchpoints or physical objects would they use? | Job Seeker : To get a job offer<br>Job Recruiter : will make the hiring process easier   | Job Seeker : To get the right job and self recommendation<br>Job Recruiter select the skilled candidate for her company    | Job seeker Maintain and update her resume properly and effectively<br>Job seeker will crack the written test and interview<br>Job Recruiter will filter the candidates based on screening test | Job seeker will finish the background screening and get the job offer letter as soon as possible                       | Job seeker will gain a good career growth<br>Job seeker will not fired from her company                |
| <b>Positive moments</b><br>What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?  | "It is job is easy to understand by someone who is skilled"<br>"It is able to share the job openings to family"                    | Optimistic about that new start  | Gain self confidence by attending mock interviews<br>Gain new skills   | Motivated and exhilarated  | Financial security<br>Professional growth and improvement in her attitude                              |
| <b>Negative moments</b><br>What steps does a typical person find frustrating, confusing, engaging, costly, or time consuming?  | Societal pressure  | Fruiting unskilled or unqualified<br>Fear of rejection<br>Fear of future   | Fear of employment scarcity<br>Don't get a job offer from the dream company  | Get job offer from dream company   | Imposter Syndrome  |
| <b>Areas of opportunity</b><br>How might we make each step better? What ideas do we have? What have others suggested?  | Free area to enter better assignment   | Registration is done through chatbot   | Make job description   | Send email and message regarding computer skills   | Send job recommendations based on the better job skills  |

