

# Project Planning Phase 2

## Customer Journey Map

Date	21 October 2022
Team ID	PNT2022TMID03514
Project Name	Skill and Job Recommender Application
Maximum Marks	4 Marks

### 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.

**TIP**  
As you add notes to the map, think about how you might use them to improve the product. You can also use the map to identify areas for improvement.

Entice	Enter	Engage	Exit	Extend
<b>Steps</b> What does the person (or group) typically experience? [Tip: Use this row to document the step-by-step process someone typically experiences, then add detail to each of the other rows.]	<b>Entice</b> How does someone initially become aware of the process? [Tip: Use this row to document the step-by-step process someone typically experiences, then add detail to each of the other rows.]	<b>Enter</b> What do people experience as they begin the process? [Tip: Use this row to document the step-by-step process someone typically experiences, then add detail to each of the other rows.]	<b>Engage</b> In the core moments of the process, what happens? [Tip: Use this row to document the step-by-step process someone typically experiences, then add detail to each of the other rows.]	<b>Exit</b> What do people typically experience as the process finishes? [Tip: Use this row to document the step-by-step process someone typically experiences, then add detail to each of the other rows.]
<b>Interactions</b> 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 objects, touchpoints, or physical objects would they use?	<b>Interactions</b> 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 objects, touchpoints, or physical objects would they use?	<b>Interactions</b> 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 objects, touchpoints, or physical objects would they use?	<b>Interactions</b> 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 objects, touchpoints, or physical objects would they use?	<b>Interactions</b> 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 objects, touchpoints, or physical objects would they use?
<b>Goals &amp; motivations</b> As each step starts, what is a person's primary goal or motivation? (They may not "stop" the exact...?)	<b>Goals &amp; motivations</b> As each step starts, what is a person's primary goal or motivation? (They may not "stop" the exact...?)	<b>Goals &amp; motivations</b> As each step starts, what is a person's primary goal or motivation? (They may not "stop" the exact...?)	<b>Goals &amp; motivations</b> As each step starts, what is a person's primary goal or motivation? (They may not "stop" the exact...?)	<b>Goals &amp; motivations</b> As each step starts, what is a person's primary goal or motivation? (They may not "stop" the exact...?)
<b>Positive moments</b> What steps does a typical person find enjoyable, surprising, fun, exciting, delightful, or useful?	<b>Positive moments</b> What steps does a typical person find enjoyable, surprising, fun, exciting, delightful, or useful?	<b>Positive moments</b> What steps does a typical person find enjoyable, surprising, fun, exciting, delightful, or useful?	<b>Positive moments</b> What steps does a typical person find enjoyable, surprising, fun, exciting, delightful, or useful?	<b>Positive moments</b> What steps does a typical person find enjoyable, surprising, fun, exciting, delightful, or useful?
<b>Negative moments</b> What steps does a typical person find frustrating, confusing, repetitive, costly, or time-consuming?	<b>Negative moments</b> What steps does a typical person find frustrating, confusing, repetitive, costly, or time-consuming?	<b>Negative moments</b> What steps does a typical person find frustrating, confusing, repetitive, costly, or time-consuming?	<b>Negative moments</b> What steps does a typical person find frustrating, confusing, repetitive, costly, or time-consuming?	<b>Negative moments</b> What steps does a typical person find frustrating, confusing, repetitive, costly, or time-consuming?
<b>Areas of opportunity</b> How might we make each step better? What could we do to help? What have others suggested?	<b>Areas of opportunity</b> How might we make each step better? What could we do to help? What have others suggested?	<b>Areas of opportunity</b> How might we make each step better? What could we do to help? What have others suggested?	<b>Areas of opportunity</b> How might we make each step better? What could we do to help? What have others suggested?	<b>Areas of opportunity</b> How might we make each step better? What could we do to help? What have others suggested?

**Real-time**  
How often do you use this tool?  
 [Tip: Use this row to document the step-by-step process someone typically experiences, then add detail to each of the other rows.]

**Next steps**  
[Tip: Use this row to document the step-by-step process someone typically experiences, then add detail to each of the other rows.]

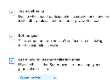


### Brainstorm & idea prioritization

Use this to "plant" in your ear:  
A disarming boss and so your team  
can't doubt, not imagination, and  
that of him, someone who you're  
not in, that's how you can.

- [Introduction](#) - 10 min
- [Getting started](#) - 10 min
- [Getting started](#) - 10 min

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Before you collaborate

Before you collaborate

Define your problem statement

50. *gustator* *n* the sense of taste; *gustatory* *adj* pertaining to taste; *gustatory* *n* the sense of taste; *gustatory* *n* the sense of taste; *gustatory* *n* the sense of taste.



## 2

**Disadvantages**

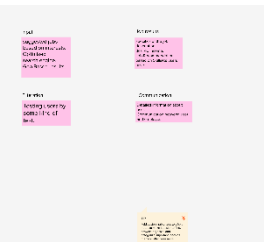
[illegible]

Figure 1



**Group 1 (n=10):** 15 patients with a history of myocardial infarction in the previous 2 months, aged 45–70 years, with ongoing symptoms of chest pain, ECG changes, and a serum creatinine level  $\leq 1.5$  mg/dL.

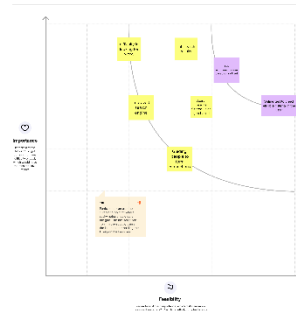
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④

**Priorities**  
 The Board will consider the following issues and priorities in 2012:

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After you collaborate

[illegible]

1994, 1995, 1996, 1997, 1998, 1999, 2000, 2001, 2002, 2003, 2004, 2005, 2006, 2007, 2008, 2009, 2010, 2011, 2012, 2013, 2014, 2015, 2016, 2017, 2018, 2019, 2020, 2021, 2022, 2023, 2024, 2025, 2026, 2027, 2028, 2029, 2030, 2031, 2032, 2033, 2034, 2035, 2036, 2037, 2038, 2039, 2040, 2041, 2042, 2043, 2044, 2045, 2046, 2047, 2048, 2049, 2050, 2051, 2052, 2053, 2054, 2055, 2056, 2057, 2058, 2059, 2060, 2061, 2062, 2063, 2064, 2065, 2066, 2067, 2068, 2069, 2070, 2071, 2072, 2073, 2074, 2075, 2076, 2077, 2078, 2079, 2080, 2081, 2082, 2083, 2084, 2085, 2086, 2087, 2088, 2089, 2090, 2091, 2092, 2093, 2094, 2095, 2096, 2097, 2098, 2099, 2100, 2101, 2102, 2103, 2104, 2105, 2106, 2107, 2108, 2109, 2110, 2111, 2112, 2113, 2114, 2115, 2116, 2117, 2118, 2119, 2120, 2121, 2122, 2123, 2124, 2125, 2126, 2127, 2128, 2129, 2130, 2131, 2132, 2133, 2134, 2135, 2136, 2137, 2138, 2139, 2140, 2141, 2142, 2143, 2144, 2145, 2146, 2147, 2148, 2149, 2150, 2151, 2152, 2153, 2154, 2155, 2156, 2157, 2158, 2159, 2160, 2161, 2162, 2163, 2164, 2165, 2166, 2167, 2168, 2169, 2170, 2171, 2172, 2173, 2174, 2175, 2176, 2177, 2178, 2179, 2180, 2181, 2182, 2183, 2184, 2185, 2186, 2187, 2188, 2189, 2190, 2191, 2192, 2193, 2194, 2195, 2196, 2197, 2198, 2199, 2200, 2201, 2202, 2203, 2204, 2205, 2206, 2207, 2208, 2209, 2210, 2211, 2212, 2213, 2214, 2215, 2216, 2217, 2218, 2219, 2220, 2221, 2222, 2223, 2224, 2225, 2226, 2227, 2228, 2229, 2230, 2231, 2232, 2233, 2234, 2235, 2236, 2237, 2238, 2239, 2240, 2241, 2242, 2243, 2244, 2245, 2246, 2247, 2248, 2249, 2250, 2251, 2252, 2253, 2254, 2255, 2256, 2257, 2258, 2259, 2260, 2261, 2262, 2263, 2264, 2265, 2266, 2267, 2268, 2269, 2270, 2271, 2272, 2273, 2274, 2275, 2276, 2277, 2278, 2279, 2280, 2281, 2282, 2283, 2284, 2285, 2286, 2287, 2288, 2289, 2290, 2291, 2292, 2293, 2294, 2295, 2296, 2297, 2298, 2299, 2300, 2301, 2302, 2303, 2304, 2305, 2306, 2307, 2308, 2309, 2310, 2311, 2312, 2313, 2314, 2315, 2316, 2317, 2318, 2319, 2320, 2321, 2322, 2323, 2324, 2325, 2326, 2327, 2328, 2329, 2330, 2331, 2332, 2333, 2334, 2335, 2336, 2337, 2338, 2339, 2340, 2341, 2342, 2343, 2344, 2345, 2346, 2347, 2348, 2349, 2350, 2351, 2352, 2353, 2354, 2355, 2356, 2357, 2358, 2359, 2360, 2361, 2362, 2363, 2364, 2365, 2366, 2367, 2368, 2369, 2370, 2371, 2372, 2373, 2374, 2375, 2376, 2377, 2378, 2379, 2380, 2381, 2382, 2383, 2384, 2385, 2386, 2387, 2388, 2389, 2390, 2391, 2392, 2393, 2394, 2395, 2396, 2397, 2398, 2399, 2400, 2401, 2402, 2403, 2404, 2405, 2406, 2407, 2408, 2409, 2410, 2411, 2412, 2413, 2414, 2415, 2416, 2417, 2418, 2419, 2420, 2421, 2422, 2423, 2424, 2425, 2426, 2427, 2428, 2429, 2430, 2431, 2432, 2433, 2434, 2435, 2436, 2437, 2438, 2439, 2440, 2441, 2442, 2443, 2444, 2445, 2446, 2447, 2448, 2449, 2450, 2451, 2452, 2453, 2454, 2455, 2456, 2457, 2458, 2459, 2460, 2461, 2462, 2463, 2464, 2465, 2466, 2467, 2468, 2469, 2470, 2471, 2472, 2473, 2474, 2475, 2476, 2477, 2478, 2479, 2480, 2481, 2482, 2483, 2484, 2485, 2486, 2487, 2488, 2489, 2490, 2491, 2492, 2493, 2494, 2495, 2496, 2497, 2498, 2499, 2500, 2501, 2502, 2503, 2504, 2505, 2506, 2507, 2508, 2509, 2510, 2511, 2512, 2513, 2514, 2515, 2516, 2517, 2518, 2519, 2520, 2521, 2522, 2523, 2524, 2525, 2526, 2527, 2528, 2529, 2530, 2531, 2532, 2533, 2534, 2535, 2536, 2537, 2538, 2539, 2540, 2541, 2542, 2543, 2544, 2545, 2546, 2547, 2548, 2549, 2550, 2551, 2552, 2553, 2554, 2555, 2556, 2557, 2558, 2559, 2560, 2561, 2562, 2563, 2564, 2565, 2566, 2567, 2568, 2569, 2570, 2571, 2572, 2573, 2574, 2575, 2576, 2577, 2578, 2579, 2580, 2581, 2582, 2583, 2584, 2585, 2586, 2587, 2588, 2589, 2590, 2591, 2592, 2593, 2594, 2595, 2596, 2597, 2598, 2599, 2600, 2601, 2602, 2603, 2604, 2605, 2606, 2607, 2608, 2609, 2610, 2611, 2612, 2613, 2614, 2615, 2616, 2617, 2618, 2619, 2620, 2621, 2622, 2623, 2624, 2625, 2626, 2627, 2628, 2629, 2630, 2631, 2632, 2633, 2634, 2635, 2636, 2637, 2638, 2639, 2640, 2641, 2642, 2643, 2644, 2645, 2646, 2647, 2648, 2649, 2650, 2651, 2652, 2653, 2654, 2655, 2656, 2657, 2658, 2659, 2660, 2661, 2662, 2663, 2664, 2665, 2666, 2667, 2668, 2669, 2670, 2671, 2672, 2673, 2674, 2675, 26

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Diagram illustrating the addition of two numbers in base 10:

$$\begin{array}{r} 1234 \\ + 567 \\ \hline 1801 \end{array}$$
