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 DESIGN PHASE 2

Date	:	03 November 2022
Team ID	:	PNT2022TMID07243
Project Name	:	Skill and Job Recommender

SCENARIO

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

	Entice	Enter	Engage	Exit	Extend
	How does someone initially become aware of this process?	What do people experience as they begin the process?	In the core moments in the process, what happens?	What do people typically experience as the process finishes?	What happens after the experience is over?

Steps
What does the person (or group) typically experience?

Entice		Enter		Engage		Exit		Extend	
Search Jobs	Take a search tour	Submit resume and complete profile	Browse company details	Receives Email	Gets notified	Feedback and reviews	Feedback through chatbot	Personalized recommendation	list of applied companies
user discover our website while searching jobs	User take a tour and get to know about our application	User submits the profile and completes them	User browses for websites for desirable companies	User gets notification about th registration	Detailed information about company	Feedback is collected from users	With the help of feedback improvement can be made	user gets personalised based on history of application	history of applied companies is saved in User's profile

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?

Entice		Enter		Engage		Exit		Extend	
homepage of the website	Frontend design	profile section of the website	search jobs section of the website	Customer email address	Personal details	Customer Review	Reviwes about websites	Recommendation	Profile Section editing
Design user friendly pages	Website Design	Editing profile section	Searching Jobs	Customer details	Updation of Personal ddetails	Customer Review from application	Details to be edited	Span about Website	Profile section of the website

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

Entice		Enter		Engage		Exit		Extend	
Help me to get a JOB	Help me to understand	help me to upload my resume	Help me to complte my profile	Confirmation of the processes	Help me receive comfirmation mails	Companies which can benefit many users	Help to rate companies	Help me to decide what to do	Decisions made
Understanding details about website	Job required based on requirements	Help me to browse companies	Detailed information about the company	Checking details about the confirmation done	Detailed checking about the confirmation	Benefits of the company	Companies that fullfil the users rrequirements	help in decision making process	Help me know what i have done before

Positive moments
What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?

Entice		Enter		Engage		Exit		Extend	
easy usage of website	User friendly	Finding companies matching my Skills	Cmpanies that fit my skill	Gain confidence by attending interviews	Gaining new skills	Got job offer from dream company	it's assuring to see other people's opinions about a company	Professional growth	Financial Security
Datils can be understood	User Friendly	Companies that match my skill	Facilities that best fits me	developimg skills	improving skills and ability	reviwes about other company	Offers from other company	Assurance	guarantee

Negative moments
What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?

Entice		Enter		Engage		Exit		Extend	
people get disappointed if they don't see what they excepted	Societal Pressure	People get disappointed if they dont see what they expect	Feeling unskilled or unqualfied	Fear of Employment Scams	Belief about website	People think twice when they apply for job	Applying to start up companies	Select the company based on CTC	Guarantee for job safty
People feel overwhelmed by the amount of information	Information and detailed collected	Pessimistic thoughts of not getting the right job	people expectations must be fullfiled	Assurance about website	Details to be confidencial	Dont jet job offers from dream company	Select apt one	Realise importance of selection	Knowing about security

Areas of opportunity
How might we make each step better? What ideas do we have? What have others suggested?

Entice		Enter		Engage		Exit		Extend	
Provide simpler explanations	Free mentor assignments	Pessimistic thoughts of not getting the right job	Thinking positive	Fake job detection	False prediction	Shows reasons for low rating anaonymously	Send congratulatory email and coupons/ vouchers	Send job opportunities through email for better job switch	Sending job details in all social media
user friendly	Easy interaction	No negative opinions such as fake jobs	having positive attitude	Selection of wrong job based on skilset	wrong prediction of jobs	getting details and queries condifentialy	Feedbacks are handled with personal care	message frequently about job	Updation of details are required