












# Customer Journey Map

Date	15 October 2022
Team ID	PNT2022TMID11419
Project Name	Project-Skill/Job Recommender Application
Maximum marks	2 marks

	 <b>Entice</b> <small>How does someone initially become aware of this process?</small>	 <b>Enter</b> <small>What do people experience as they begin the process?</small>	 <b>Engage</b> <small>At the core moments in the process, what happens?</small>	 <b>Exit</b> <small>What do people typically experience as the process finishes?</small>	 <b>Extend</b> <small>What happens after the experience is over?</small>
 <b>Steps</b> <small>What does the person (or group) typically experience?</small>	When they quit, lose their job or when college students graduate	They realise the importance of applications targeted towards job seekers	They feel like the jobs recommended through the app suit their needs	They realise which are the skills actually needed to get a job and what they have to update themselves in	They get a job with which they are satisfied
 <b>Interactions</b> <small>What interactions do they have at each step along the way?</small> <small>• People: Who do they see or talk to?</small> <small>• Places: Where are they?</small> <small>• Things: What digital touchpoints or physical objects would they use?</small>	Interaction with chatbot		If they user is selected they will be allowed to talk to the HR of the concerned company		
 <b>Goals &amp; motivations</b> <small>On each step, what is a person's primary goal or motivation?</small> <small>(Help me, I need, or Help me avoid...)</small>	Help me search a job which matches my skills	Help me avoid jobs which require more skills than the ones I already have		Help me to upgrade my skills to get better job recommendation	
 <b>Positive moments</b> <small>What steps does a typical person find enjoyable, pleasant, fun, interesting, insightful, or exciting?</small>	Finding an app which provides a platform to show their skills makes the user feel better	They feel excited to use the platform as the users believe they can find their dream job	They feel satisfied with the interactive application	They feel the need to appreciate or review the application	If they find a job they feel great. If not our chatbox will provide consoling messages
 <b>Negative moments</b> <small>What steps does a typical person find frustrating, confusing, annoying, costly, or time-consuming?</small>	They feel stressed because they could not find any job		They feel frustrated if they don't match with a job		They start to lose interest if there is constant rejection from companies
 <b>Areas of opportunity</b> <small>How might we make each step better? What ideas do we have? What have others suggested?</small>		The score based recommendation could be improved	We could add unbiased review about the company		