

Project design Phase II

Customer journey map

Date	13 October 2022
Team ID	PNT2022TMID15346
Project Name	Project – Skill / Job Recommender Application
Maximum Marks	4 Marks

Job / Skill Recommender

SCENARIO Browsing, applying, attending interviews and taking our website	Entice How does someone initially become aware of this process?	Enter What do people experience as they begin the process?	Engage In the core moments in the process, what happens?	Exit What do people typically experience at the process finish?	Extend What happens after the experience is over?
Steps What steps does the person (or group) typically experience?	<div>Looking for jobs</div> <div>How are jobs presented to the user?</div> <div>What website or app</div> <div>Customer needs to be able to search for jobs</div> <div>Where are jobs located?</div> <div>Where are jobs located?</div> <div>Where are jobs located?</div> <div>Where are jobs located?</div> <div>Where are jobs located?</div>	<div>Looking for jobs</div> <div>How are jobs presented to the user?</div> <div>What website or app</div> <div>Customer needs to be able to search for jobs</div> <div>Where are jobs located?</div> <div>Where are jobs located?</div> <div>Where are jobs located?</div> <div>Where are jobs located?</div> <div>Where are jobs located?</div>	<div>Looking for jobs</div> <div>How are jobs presented to the user?</div> <div>What website or app</div> <div>Customer needs to be able to search for jobs</div> <div>Where are jobs located?</div> <div>Where are jobs located?</div> <div>Where are jobs located?</div> <div>Where are jobs located?</div> <div>Where are jobs located?</div>	<div>Looking for jobs</div> <div>How are jobs presented to the user?</div> <div>What website or app</div> <div>Customer needs to be able to search for jobs</div> <div>Where are jobs located?</div> <div>Where are jobs located?</div> <div>Where are jobs located?</div> <div>Where are jobs located?</div> <div>Where are jobs located?</div>	<div>Looking for jobs</div> <div>How are jobs presented to the user?</div> <div>What website or app</div> <div>Customer needs to be able to search for jobs</div> <div>Where are jobs located?</div> <div>Where are jobs located?</div> <div>Where are jobs located?</div> <div>Where are jobs located?</div> <div>Where are jobs located?</div>
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?	<div>Looking for jobs</div> <div>How are jobs presented to the user?</div> <div>What website or app</div> <div>Customer needs to be able to search for jobs</div> <div>Where are jobs located?</div> <div>Where are jobs located?</div> <div>Where are jobs located?</div> <div>Where are jobs located?</div> <div>Where are jobs located?</div>	<div>Looking for jobs</div> <div>How are jobs presented to the user?</div> <div>What website or app</div> <div>Customer needs to be able to search for jobs</div> <div>Where are jobs located?</div> <div>Where are jobs located?</div> <div>Where are jobs located?</div> <div>Where are jobs located?</div> <div>Where are jobs located?</div>	<div>Looking for jobs</div> <div>How are jobs presented to the user?</div> <div>What website or app</div> <div>Customer needs to be able to search for jobs</div> <div>Where are jobs located?</div> <div>Where are jobs located?</div> <div>Where are jobs located?</div> <div>Where are jobs located?</div> <div>Where are jobs located?</div>	<div>Looking for jobs</div> <div>How are jobs presented to the user?</div> <div>What website or app</div> <div>Customer needs to be able to search for jobs</div> <div>Where are jobs located?</div> <div>Where are jobs located?</div> <div>Where are jobs located?</div> <div>Where are jobs located?</div> <div>Where are jobs located?</div>	<div>Looking for jobs</div> <div>How are jobs presented to the user?</div> <div>What website or app</div> <div>Customer needs to be able to search for jobs</div> <div>Where are jobs located?</div> <div>Where are jobs located?</div> <div>Where are jobs located?</div> <div>Where are jobs located?</div> <div>Where are jobs located?</div>
Goals & motivations At each step, what is a person's primary goal or motivation? ("help me," or "help me avoid...")	<div>Looking for jobs</div> <div>How are jobs presented to the user?</div> <div>What website or app</div> <div>Customer needs to be able to search for jobs</div> <div>Where are jobs located?</div> <div>Where are jobs located?</div> <div>Where are jobs located?</div> <div>Where are jobs located?</div> <div>Where are jobs located?</div>	<div>Looking for jobs</div> <div>How are jobs presented to the user?</div> <div>What website or app</div> <div>Customer needs to be able to search for jobs</div> <div>Where are jobs located?</div> <div>Where are jobs located?</div> <div>Where are jobs located?</div> <div>Where are jobs located?</div> <div>Where are jobs located?</div>	<div>Looking for jobs</div> <div>How are jobs presented to the user?</div> <div>What website or app</div> <div>Customer needs to be able to search for jobs</div> <div>Where are jobs located?</div> <div>Where are jobs located?</div> <div>Where are jobs located?</div> <div>Where are jobs located?</div> <div>Where are jobs located?</div>	<div>Looking for jobs</div> <div>How are jobs presented to the user?</div> <div>What website or app</div> <div>Customer needs to be able to search for jobs</div> <div>Where are jobs located?</div> <div>Where are jobs located?</div> <div>Where are jobs located?</div> <div>Where are jobs located?</div> <div>Where are jobs located?</div>	<div>Looking for jobs</div> <div>How are jobs presented to the user?</div> <div>What website or app</div> <div>Customer needs to be able to search for jobs</div> <div>Where are jobs located?</div> <div>Where are jobs located?</div> <div>Where are jobs located?</div> <div>Where are jobs located?</div> <div>Where are jobs located?</div>
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	<div>Looking for jobs</div> <div>How are jobs presented to the user?</div> <div>What website or app</div> <div>Customer needs to be able to search for jobs</div> <div>Where are jobs located?</div> <div>Where are jobs located?</div> <div>Where are jobs located?</div> <div>Where are jobs located?</div> <div>Where are jobs located?</div>	<div>Looking for jobs</div> <div>How are jobs presented to the user?</div> <div>What website or app</div> <div>Customer needs to be able to search for jobs</div> <div>Where are jobs located?</div> <div>Where are jobs located?</div> <div>Where are jobs located?</div> <div>Where are jobs located?</div> <div>Where are jobs located?</div>	<div>Looking for jobs</div> <div>How are jobs presented to the user?</div> <div>What website or app</div> <div>Customer needs to be able to search for jobs</div> <div>Where are jobs located?</div> <div>Where are jobs located?</div> <div>Where are jobs located?</div> <div>Where are jobs located?</div> <div>Where are jobs located?</div>	<div>Looking for jobs</div> <div>How are jobs presented to the user?</div> <div>What website or app</div> <div>Customer needs to be able to search for jobs</div> <div>Where are jobs located?</div> <div>Where are jobs located?</div> <div>Where are jobs located?</div> <div>Where are jobs located?</div> <div>Where are jobs located?</div>	<div>Looking for jobs</div> <div>How are jobs presented to the user?</div> <div>What website or app</div> <div>Customer needs to be able to search for jobs</div> <div>Where are jobs located?</div> <div>Where are jobs located?</div> <div>Where are jobs located?</div> <div>Where are jobs located?</div> <div>Where are jobs located?</div>
Negative moments What steps does a typical person find frustrating, confusing, annoying, costly, or time-consuming?	<div>Looking for jobs</div> <div>How are jobs presented to the user?</div> <div>What website or app</div> <div>Customer needs to be able to search for jobs</div> <div>Where are jobs located?</div> <div>Where are jobs located?</div> <div>Where are jobs located?</div> <div>Where are jobs located?</div> <div>Where are jobs located?</div>	<div>Looking for jobs</div> <div>How are jobs presented to the user?</div> <div>What website or app</div> <div>Customer needs to be able to search for jobs</div> <div>Where are jobs located?</div> <div>Where are jobs located?</div> <div>Where are jobs located?</div> <div>Where are jobs located?</div> <div>Where are jobs located?</div>	<div>Looking for jobs</div> <div>How are jobs presented to the user?</div> <div>What website or app</div> <div>Customer needs to be able to search for jobs</div> <div>Where are jobs located?</div> <div>Where are jobs located?</div> <div>Where are jobs located?</div> <div>Where are jobs located?</div> <div>Where are jobs located?</div>	<div>Looking for jobs</div> <div>How are jobs presented to the user?</div> <div>What website or app</div> <div>Customer needs to be able to search for jobs</div> <div>Where are jobs located?</div> <div>Where are jobs located?</div> <div>Where are jobs located?</div> <div>Where are jobs located?</div> <div>Where are jobs located?</div>	<div>Looking for jobs</div> <div>How are jobs presented to the user?</div> <div>What website or app</div> <div>Customer needs to be able to search for jobs</div> <div>Where are jobs located?</div> <div>Where are jobs located?</div> <div>Where are jobs located?</div> <div>Where are jobs located?</div> <div>Where are jobs located?</div>
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	<div>Looking for jobs</div> <div>How are jobs presented to the user?</div> <div>What website or app</div> <div>Customer needs to be able to search for jobs</div> <div>Where are jobs located?</div> <div>Where are jobs located?</div> <div>Where are jobs located?</div> <div>Where are jobs located?</div> <div>Where are jobs located?</div>	<div>Looking for jobs</div> <div>How are jobs presented to the user?</div> <div>What website or app</div> <div>Customer needs to be able to search for jobs</div> <div>Where are jobs located?</div> <div>Where are jobs located?</div> <div>Where are jobs located?</div> <div>Where are jobs located?</div> <div>Where are jobs located?</div>	<div>Looking for jobs</div> <div>How are jobs presented to the user?</div> <div>What website or app</div> <div>Customer needs to be able to search for jobs</div> <div>Where are jobs located?</div> <div>Where are jobs located?</div> <div>Where are jobs located?</div> <div>Where are jobs located?</div> <div>Where are jobs located?</div>	<div>Looking for jobs</div> <div>How are jobs presented to the user?</div> <div>What website or app</div> <div>Customer needs to be able to search for jobs</div> <div>Where are jobs located?</div> <div>Where are jobs located?</div> <div>Where are jobs located?</div> <div>Where are jobs located?</div> <div>Where are jobs located?</div>	<div>Looking for jobs</div> <div>How are jobs presented to the user?</div> <div>What website or app</div> <div>Customer needs to be able to search for jobs</div> <div>Where are jobs located?</div> <div>Where are jobs located?</div> <div>Where are jobs located?</div> <div>Where are jobs located?</div> <div>Where are jobs located?</div>