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.

Created in partnership with

Product School

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

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 as the process finishes?

Extend
What happens after the experience is over?

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

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?

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

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

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

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

Entice
- Through social media
- Through browsing
- Through advertisements

- Job seekers interact with the recruiters know about industry
- Job recruiters interact with the job seekers and find out the potential

- Job Seeker: To get their dream job offer.
- Job Recruiter: easy process for recruiters.

- To be able to apply to the dream companies without any fees.
- To be able to apply to Companies without face to face visiting the company

- Pressure

- Clear explanation of the job description

Enter
- Job Dissatisfaction
- User interaction
- Financial insecurity
- registration

- You can interact by chatbot
- Skills upgradation recommendation by chatbot

- Job seeker: To get the right job
- Job Recruiter:To choose the potential candidates for their organization

- waiting for new opportunities
- Optimistic about thenew start

- Pessimistic thoughts of not getting the right job
- Feeling un-skilled or Unqualified

- Registering/ logging in though

Engage
- Get to know alot of job openings
- Get to network on alarge scale
- Get to know his/ her weakness and strengths
- Get to know the skills required inthe industry
- Get to equip his/ herself with the skills required in the industry

- Applying for recommendedjob openings inthe website
- Stay alertedto the new job openings
- Stay alerted on application deadlines

- Job seeker: To update and fine tunerresume and CV
- Job seeker: To ace the written tests and interview
- Job recuiter:To thoroughly assess the candidates

- New skill and knowledge
- Get more confidence by attending interviews

- Frustration due to getting rejected by the companies
- Fear of Employment Scams
- Negative thinking and depression
- Fear of earning a living
- Fear of future life

- Fake job alert and filtering

Exit
- Updated to the technological advancements in his/her domain
- Job satisfaction
- Motivation and determination
- Self confidence

- Looking ahead for the offer letterfrom the company
- Posts his/her experience withthe app which helped him/her get employed

- Job seeker: To the background clearance and genthe offer letter as soon as possible

- Get job offer from dream company
- Self confident

- Didn't get job offer from dreamcompany

- Send congratulatior email

Extend
- Share the experiencewith his/her friends and helps them getbenefited
- Stay connected with the recruiters

- Work with colleagues atthe company
- Interact withthe managers ofthe company

- Job seeker: good career growth
- Job seeker:Not get feed

- Financial Security
- Professional growth

- Imposter syndrome

- Send job opportunitie s through emailfor better