



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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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.

Skill/Job Recommender Application IBM-Project-34631-1660240516

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TIP
As you add steps to the experience, move each frame "One" to the left or right depending on the manner you are documenting.

| Scenario Searching jobs, learning new skills, Recruiting skilled candidates | 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? | Through friends and college stuffs Through advertisements Through browsing | Feeling sad and frustrated about being unemployed Disavowal of jobs Financial Problems Losing self confidence | Get to know the skills required in the industry Get to know about way of job openings Get a job offer with a satisfaction Get to know about her skills | Job satisfaction Highly motivated and trained | Shows her experience and in her job journey Maintain a healthy connection with a recruiter |
| Interactions What interactions do they have at each step along the way? <ul style="list-style-type: none">People: Who do they see or talk to?Places: Where are they?Things: What digital touchpoints or physical objects would they use? | Job seekers interact and maintain a healthy connection with Recruiters Job Recruiters finds the skilled candidates for her company | Job Recommendation by chatbot Skill Development Recommendation by chatbot | Applying a particular job based on her interest Get a job openings notification via email | Looking very curious or getting a job offer letter from the company Be aware of job openings and application deadlines | Work and gain skills with colleagues at the company Interact with all the people in the organization |
| Goals & Motivation What interactions do they have at each step along the way? <ul style="list-style-type: none">People: Who do they see or talk to?Places: Where are they?Things: What digital touchpoints or physical objects would they use? | Job Seeker: To get a job offer Job Recruiter: will make the hiring process easier | Job Seeker: To get the right job and self recommendation Job Recruiter select the skilled candidate for her company | Job seeker Maintain and update her resume properly and effectively Job seeker will crack the written test and interview Job Recruiter will filter the candidates based on screening test | Job seeker will finish the background check and get the job offer letter as soon as possible | Job seeker will gain a good career growth Job seeker will not fired from her company |
| Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting? | To be able to work in a company where everyone would do their best To be able to share her work with her friend | Optimistic about that new start | Gain self confidence by attending mock interviews Gain new skills | Motivated and exhilarated | Financial security Professional growth and improvement in her attitude |
| Negative moments What steps does a typical person find frustrating, confusing, engaging, costly, or time consuming? | Societal pressure | Fear of unskilled or unqualified Fear of rejection Fear of future | Fear of employment scarcity Not get a job offer from the dream company | Get job offer from dream company | Imposter Syndrome |
| Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested? | How can we make better assignments | Registration is more through chatbot | Make job interviews | Send resume and maintain ongoing communication | Send job recommendations through social media better job leads |

