What steps does a typical person

costly, or time-consuming?

Areas of opportunity

How might we make each step

better? What ideas do we have?

What have others suggested?

find frustrating, confusing, angering,

Pressure

Free one-to-

one mentor

assignment

(L)

Extend

What happens after the

Shares the experience

with his/her friends and

helps them get

benefited.

Stay connected

with the

recruiters

Work with

colleagues at

the company

Interact with the

managers of the

company

Job seeker:

Have good

career growth

Financial

Security

Imposter

syndrome

Send job

opportunities

through email for

better job switch

Job seeker:

Not get fired

Professiona

growth

experience is over?

CUSTOMER JOURNEY MAP

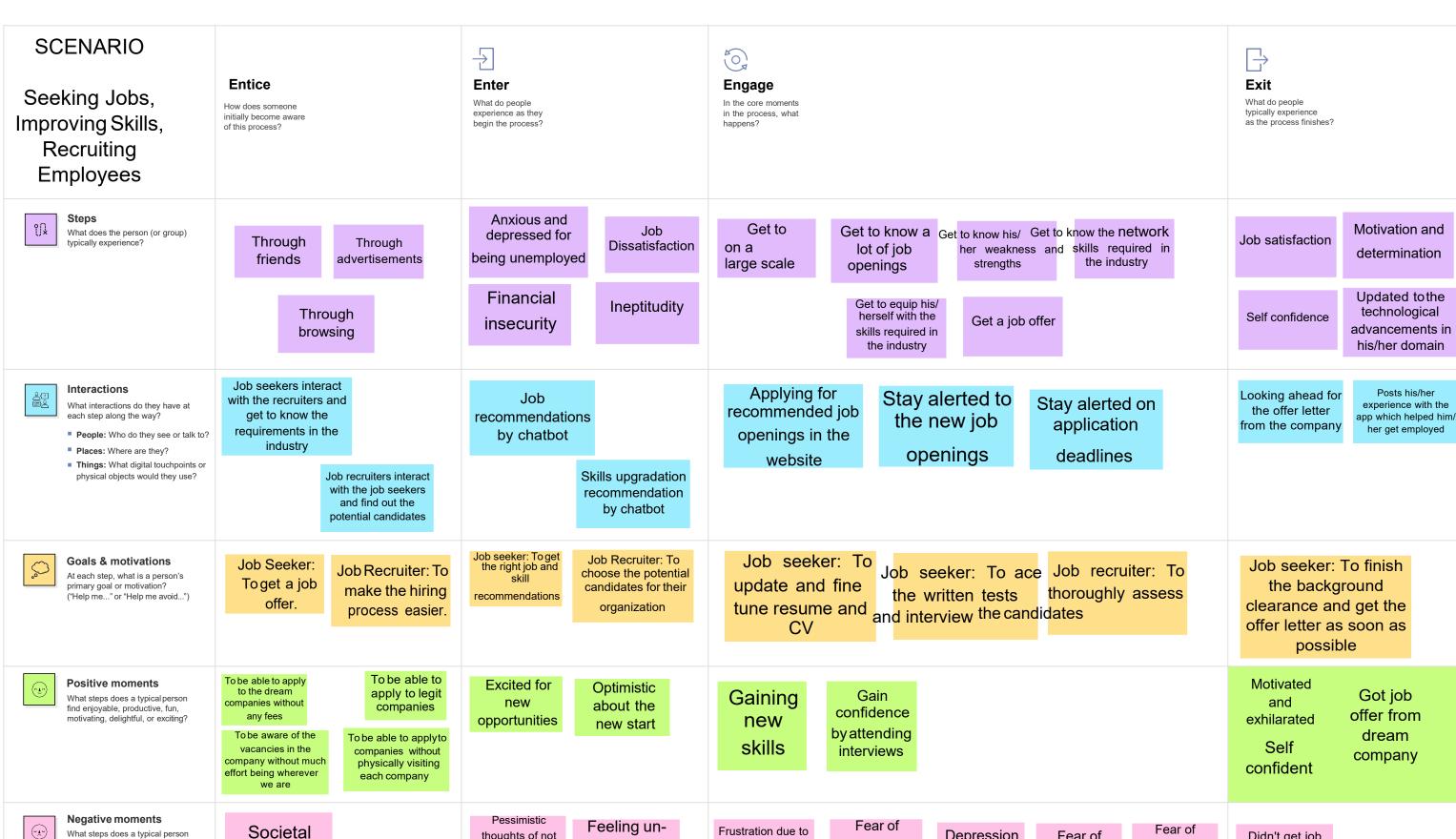
PROJECT DESIGN PHASE II

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.

Product School

Share template feedback



Depression

and distress

Employment

Scams

getting rejected

by the companies

Fake job

detection

Fear of

future

earning a

living

Didn't get job

offer from dream

company

Send

congratulatory

email and

coupons/vouchers

thoughts of not

getting the right

job

Registering/logging

in though chatbot

skilled or

unqualified