***PROJECT TITLE: SKILL AND JOB RECOMMENDER APPLICATION TEAM ID : PNT2022TMID10098***

***PROJECT DESIGN PHASE 2 CUSTOMER JOURNEY MAP***

### Steps

**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.

**SCENARIO**

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

What does the person (or group) typically experience?

# Entice

How does someone initially become aware of this process?

# Enter

What do people experience as they begin the process?

**Through advertisements**

**Through friends**

**Stay connected with the recruiters**

**Shares the experience with his/her friends and**

**helps them get benefited.**

**Job Dissatisfaction**

# Engage

In the core moments in the process, what happens?

**Financial insecurity**

# Exit

What do people typically experience

as the process finishes?

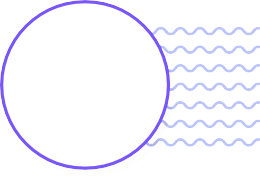
**Updated to the technological advancements in his/her domain**

# Extend

What happens after the experience is over?

**Job satisfaction**

**Motivation and determination**



**Template**

## 

**Through browsing**

**Anxious and depressed cause of unemployement**

**Ineptitudity**

**Self confidence**

### Interactions

**Get to equip his/ herself with the**

**skills required in the industry**

**Get to know the skills required in the industry**

**Get to know his/ her weakness and strengths**

**Get to network on a large scale**

**Get to know a lot of job openings**

What interactions do they have at each step along the way?

**Interact with the managers of the company**

**Work with colleagues at the company**

**Posts his/her experience with the app which helped**

**him/her get employed**

**Stay alerted on application**

**deadlines**

**Stay alerted to**

**the new job**

**openings**

**Applying for**

**recommended job**

**openings in the**

**website**

**Skills upgradation**

**recommendation by chatbot**

**Looking ahead for the**

**offer letter from the company**

**Job recommendations**

**by chatbot**

**Job recruiters interact**

**with the job seekers**

**and find out the potential candidates**

**Job seekers interact**

**with the recruiters and**

**get to know the requirements in the industry.**

**People:** Who do they see or talk to?

**Places:** Where are they?

**Things:** What digital touchpoints or physical objects would they use?

Created in partnership with

### Goals & motivations

**Job seeker: Not get fired**

**Job seeker: Have good career growth**

**Job recruiter: To thoroughly assess**

**the candidates**

**Job seeker:**

**To ace the written**

**tests and interview**

**Job seeker: To update and fine tune resume and CV**

**Job Recruiter: To choose the potential**

**candidates for their organization**

**Job seeker: To get**

**the right job and**

**skill recommendations**

**Job Recruiter: To make the hiring**

**process easier.**

**Job Seeker: To get a job offer.**

**Job seeker: To finish**

**the background clearance and get the offer letter**

**as soon as possible**

At each step, what is a person’s primary goal or motivation? (“Help me...” or “Help me avoid...”)

### Positive moments

**Professional growth**

**Financial Security**

**Self confident**

**Gaining new**

**skills**

**Optimistic about the new start**

**Excited for new opportunities**

**Got job offer from dream company**

**To be able to apply to**

**companies without physically visiting**

**the company**

**Gain confidence by attending**

**interviews**

**To be able to apply**

**to the dream companies without**

**any fee.**

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

### Negative moments

**Feeling un-skilled or**

**unqualifed**

**Pessimistic**

**thoughts of not getting the right job**

**Societal Pressure**

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

**Imposter syndrome**

**Fear of future**

**Didn't get job offer from dream company**

**Fear of earning a living**

**Depression and distress**

**Fear of Employment Scams**

**Frustration due to getting rejected by the companies**

### Areas of opportunity

**Send job opportunities through email for**

**better job switch**

**Send congratulatory email and coupons/vouchers**

**Fake job alert and filtering**

**Registering/ logging**

**in though chatbot**

**Clear explanantion of the job description**

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

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