

Project Design Phase-II

Customer Journey Map

Date	03 October 2022
Team ID	Team ID : PNT2022TMID29859
Project Name	Project - Skill / Job Recommender Application
Maximum Marks	4 Marks

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

Document an existing experience

Narrate your focus for 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.

	Entice	Enter	Engage	Exit	Extend
Steps What does the person (or group) typically experience?	<p>Step 1: Discover</p> <p>Step 2: Explore</p> <p>Step 3: Engage</p> <p>Step 4: Exit</p>	<p>Step 1: Discover</p> <p>Step 2: Explore</p> <p>Step 3: Engage</p> <p>Step 4: Exit</p>	<p>Step 1: Discover</p> <p>Step 2: Explore</p> <p>Step 3: Engage</p> <p>Step 4: Exit</p>	<p>Step 1: Discover</p> <p>Step 2: Explore</p> <p>Step 3: Engage</p> <p>Step 4: Exit</p>	<p>Step 1: Discover</p> <p>Step 2: Explore</p> <p>Step 3: Engage</p> <p>Step 4: Exit</p>
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 objects interact with or support the experience? 					
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")					
Positive moments What moments does a typical person find enjoyable, surprising, or meaningful?					
Negative moments What moments does a typical person find frustrating, confusing, expensive, costly, or time-consuming?					
Areas of opportunity How might we make each step better? What ideas do we have? What new ideas are suggested?					

Need some inspiration?

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