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.

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SCENARIO — Seeking Jobs, Improving Skills, Recruiting Employees	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; Through advertisements; Through browsing	Anxious and depressed for being unemployed; Job Dissatisfaction; Financial insecurity; Ineptitudity	Get to network on a large scale; Get to know a lot of job openings; Get to know his/her weakness and strengths; Get to know the skills required in the industry; Get to equip his/herself with the skills required in the industry; Get a job offer	Job satisfaction; Motivation and determination; Self confidence; Updated to the technological advancements in his/her domain	Shares the experience with his/her friends and helps them get benefited. Stay connected with the recruiters
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?	Job seekers interact with the recruiters and get to know the requirements in the industry; Job recruiters interact with the job seekers and find out the potential candidates	Job recommendations by chatbot; Skills upgradation recommendation by chatbot	Applying for recommended job openings in the website; Stay alerted to the new job openings; Stay alerted on application deadlines	Looking ahead for the offer letter from the company; Posts his/her experience with the app which helped him/her get employed	Work with colleagues at the company; Interact with the managers of the company
Goals & motivations — At each step, what is a person's primary goal or motivation? ("Help me…" or "Help me avoid…")	Job Seeker: To get a job offer. Job Recruiter: To make the hiring process easier.	Job seeker: To get the right job and skill recommendations; Job Recruiter: To choose the potential candidates for their organization	Job seeker: To update and fine tune resume and CV; Job seeker: To ace the written tests and interview; Job recruiter: To thoroughly assess the candidates	Job seeker: To finish the background clearance and get the offer letter as soon as possible	Job seeker: Have good career growth; Job seeker: Not get fired
Positive moments — What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	To be able to apply to the dream companies without any fees; To be able to apply to legit companies; To be aware of the vacancies in the company without much effort being wherever we are; To be able to apply to companies without physically visiting each company	Excited for new opportunities; Optimistic about the new start	Gaining new skills; Gain confidence by attending interviews	Motivated and exhilarated; Got job offer from dream company; Self confident	Financial Security; Professional growth
Negative moments — What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	Societal Pressure	Pessimistic thoughts of not getting the right job; Feeling un-skilled or unqualified	Frustration due to getting rejected by the companies; Fear of Employment Scams; Depression and distress; Fear of future; Fear of earning a living	Didn't 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?	Free one-to-one mentor assignment	Registering/logging in though chatbot	Fake job detection	Send congratulatory email and coupons/vouchers	Send job opportunities through email for better job switch