

SCENARIO

Browsing, booking,
attending

!

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?

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Exit

What do people typically experience as the process finishes?

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Extend

What happens after the experience is over?

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Steps

What does the person (or group) typically experience?

Apply for the job

The users can apply for the job.

Get alerts for the job openings

The users get alerts from the job openings which fits for their skills.

User signup/sign in page

When the user enters into the job portal, the home page will appear with sign in / signup

Create the profile

The user should create the profile with correct details and upload the resume.

Looks for the job

The users search for the job suits for their skills

Reads the description

The users read the job description like skills required, level of skills, Location, Company reputation etc.

Apply for the job

Apply for the job by clicking apply now button then fills the application form

Chatbot

Chatbot will help the users to clear their queries.

Get calls from the applied company

The candidate will get the calls from te corresponding HR of the company

Get alerts to your mail

The user will get the job alerts that matches to their skills

Successful apply of job application

The user fills the form and submit it successfully through online

Receive job alerts

Get job alerts if the user dataset and job description match

Gets calls

Receive calls from the HR of the company

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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?

Interaction with the website

Interaction with the HR calls

Interaction with Home Page

Interaction with Login page, if he/she has signed up already

Interaction with Signup/register page if he/she is a new user

Interaction with creating profile

Interaction with the job search

Interaction with the list of jobs in the web page

Interaction with the application while filling the form

Interaction with the chatbot

Interaction with mail

People interacts with a server.

Customer gets experience in applying for the jobs through online

Interaction with HR

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Goals & motivations

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

Help me to apply for the right job

Help me to avoid the wrong entered dataset

Help to apply for the job

Give alerts when there is job opening matches to my skill set.

Display the right job according to the search

Chatbot will clear the queries from user

Update the application status

Get the job alerts to your mail

The application process will move further

The user will get the right job to explore their skills

Easy apply for the job

User gets the right job

😊

Positive moments

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

Customer will become happy and feel free to apply for the jobs through online

Customers are excited to use the user-friendly application

The customer will be happy if the application moves to further process

Customer excites for the list of job openings as per their skills

Users feel anxious to apply for the new role

Customer will save lots of time while applying through online

The users will be happy after getting the right job

😞

Negative moments

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

Customer feels upset if their application is rejected

Takes time to use the application

When the application status fails, the user gets upset

Customer will dissatisfy if the responses are unclear

Customer feels sad when the application process fails

Customer feels low when there are no job alerts

The user will get sad when there is no update from the application

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Areas of opportunity

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

Easy to apply for jobs

Online job portal

User-friendly application

Suggests the right job for the skilled person

Gives correct job for the job seekers

Beginner, Intermediate, Expert levels will be given every job description

Matches the skills and give alerts to mail

Contact the HR for further process of application

Job seekers can search the job easily

Chatbot clears the user’s query