











SKILL AND JOB RECOMMENDER

PROJECT DESIGN PHASE II

TEAM ID: PNT2022TMID33364

CUSTOMER JOURNEY MAP

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