

Project design phase II

Customer journey map

Date	03 October 2022
Team ID	PNT2022TMID32918
Project Name	Project – Job or skill recommender
Maximum Marks	4 Marks

Job / Skill Recommender

SCENARIO Browsing, applying, attending interviews and rating our website	Entice How does someone initially become aware of the 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?	<div>Seeing for a job</div> <div>What website or app?</div> <div>Customer used to see advertisements for job openings on the website</div> <div>Seeing job location</div> <div>Customer used to see job locations on the website</div> <div>Review for job openings</div> <div>The customer used to see job openings on the website</div> <div>How website was designed</div> <div>The customer used to see job openings on the website</div>	<div>Applying for a job</div> <div>How does the customer see the job?</div> <div>Customer used to see job openings on the website</div> <div>Confirm the details</div> <div>The customer used to see job openings on the website</div> <div>Send confirmation</div> <div>The customer used to see job openings on the website</div>	<div>Review of customer feedback</div> <div>Customer used to see job openings on the website</div> <div>Attending the interview</div> <div>Customer used to see job openings on the website</div>	<div>Exit from the process</div> <div>Customer used to see job openings on the website</div> <div>Rating the website</div> <div>Customer used to see job openings on the website</div>	<div>Recommending to others</div> <div>Customer used to see job openings on the website</div>
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 digital touchpoints or physical objects would they use? 	<div>Job recommendations</div> <div>Customer used to see job openings on the website</div> <div>Job recommendations</div> <div>Customer used to see job openings on the website</div> <div>Job recommendations</div> <div>Customer used to see job openings on the website</div> <div>Job recommendations</div> <div>Customer used to see job openings on the website</div>	<div>Job recommendations</div> <div>Customer used to see job openings on the website</div> <div>Job recommendations</div> <div>Customer used to see job openings on the website</div> <div>Job recommendations</div> <div>Customer used to see job openings on the website</div> <div>Job recommendations</div> <div>Customer used to see job openings on the website</div>	<div>Job recommendations</div> <div>Customer used to see job openings on the website</div> <div>Job recommendations</div> <div>Customer used to see job openings on the website</div> <div>Job recommendations</div> <div>Customer used to see job openings on the website</div> <div>Job recommendations</div> <div>Customer used to see job openings on the website</div>	<div>Job recommendations</div> <div>Customer used to see job openings on the website</div> <div>Job recommendations</div> <div>Customer used to see job openings on the website</div> <div>Job recommendations</div> <div>Customer used to see job openings on the website</div> <div>Job recommendations</div> <div>Customer used to see job openings on the website</div>	<div>Job recommendations</div> <div>Customer used to see job openings on the website</div> <div>Job recommendations</div> <div>Customer used to see job openings on the website</div> <div>Job recommendations</div> <div>Customer used to see job openings on the website</div> <div>Job recommendations</div> <div>Customer used to see job openings on the website</div>
Goals & motivations At each step, what is a person's primary goal or motivation? ("help me..." or "help me avoid...")	<div>Help me to find a job</div> <div>Customer used to see job openings on the website</div> <div>Help me to find a job</div> <div>Customer used to see job openings on the website</div> <div>Help me to find a job</div> <div>Customer used to see job openings on the website</div> <div>Help me to find a job</div> <div>Customer used to see job openings on the website</div>	<div>Help me to find a job</div> <div>Customer used to see job openings on the website</div> <div>Help me to find a job</div> <div>Customer used to see job openings on the website</div> <div>Help me to find a job</div> <div>Customer used to see job openings on the website</div> <div>Help me to find a job</div> <div>Customer used to see job openings on the website</div>	<div>Help me to find a job</div> <div>Customer used to see job openings on the website</div> <div>Help me to find a job</div> <div>Customer used to see job openings on the website</div> <div>Help me to find a job</div> <div>Customer used to see job openings on the website</div> <div>Help me to find a job</div> <div>Customer used to see job openings on the website</div>	<div>Help me to find a job</div> <div>Customer used to see job openings on the website</div> <div>Help me to find a job</div> <div>Customer used to see job openings on the website</div> <div>Help me to find a job</div> <div>Customer used to see job openings on the website</div> <div>Help me to find a job</div> <div>Customer used to see job openings on the website</div>	<div>Help me to find a job</div> <div>Customer used to see job openings on the website</div> <div>Help me to find a job</div> <div>Customer used to see job openings on the website</div> <div>Help me to find a job</div> <div>Customer used to see job openings on the website</div> <div>Help me to find a job</div> <div>Customer used to see job openings on the website</div>
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	<div>When they search for a job</div> <div>Customer used to see job openings on the website</div> <div>When they search for a job</div> <div>Customer used to see job openings on the website</div> <div>When they search for a job</div> <div>Customer used to see job openings on the website</div> <div>When they search for a job</div> <div>Customer used to see job openings on the website</div>	<div>When they search for a job</div> <div>Customer used to see job openings on the website</div> <div>When they search for a job</div> <div>Customer used to see job openings on the website</div> <div>When they search for a job</div> <div>Customer used to see job openings on the website</div> <div>When they search for a job</div> <div>Customer used to see job openings on the website</div>	<div>When they search for a job</div> <div>Customer used to see job openings on the website</div> <div>When they search for a job</div> <div>Customer used to see job openings on the website</div> <div>When they search for a job</div> <div>Customer used to see job openings on the website</div> <div>When they search for a job</div> <div>Customer used to see job openings on the website</div>	<div>When they search for a job</div> <div>Customer used to see job openings on the website</div> <div>When they search for a job</div> <div>Customer used to see job openings on the website</div> <div>When they search for a job</div> <div>Customer used to see job openings on the website</div> <div>When they search for a job</div> <div>Customer used to see job openings on the website</div>	<div>When they search for a job</div> <div>Customer used to see job openings on the website</div> <div>When they search for a job</div> <div>Customer used to see job openings on the website</div> <div>When they search for a job</div> <div>Customer used to see job openings on the website</div> <div>When they search for a job</div> <div>Customer used to see job openings on the website</div>
Negative moments What steps does a typical person find frustrating, confusing, annoying, costly, or time-consuming?	<div>When they search for a job</div> <div>Customer used to see job openings on the website</div> <div>When they search for a job</div> <div>Customer used to see job openings on the website</div> <div>When they search for a job</div> <div>Customer used to see job openings on the website</div> <div>When they search for a job</div> <div>Customer used to see job openings on the website</div>	<div>When they search for a job</div> <div>Customer used to see job openings on the website</div> <div>When they search for a job</div> <div>Customer used to see job openings on the website</div> <div>When they search for a job</div> <div>Customer used to see job openings on the website</div> <div>When they search for a job</div> <div>Customer used to see job openings on the website</div>	<div>When they search for a job</div> <div>Customer used to see job openings on the website</div> <div>When they search for a job</div> <div>Customer used to see job openings on the website</div> <div>When they search for a job</div> <div>Customer used to see job openings on the website</div> <div>When they search for a job</div> <div>Customer used to see job openings on the website</div>	<div>When they search for a job</div> <div>Customer used to see job openings on the website</div> <div>When they search for a job</div> <div>Customer used to see job openings on the website</div> <div>When they search for a job</div> <div>Customer used to see job openings on the website</div> <div>When they search for a job</div> <div>Customer used to see job openings on the website</div>	<div>When they search for a job</div> <div>Customer used to see job openings on the website</div> <div>When they search for a job</div> <div>Customer used to see job openings on the website</div> <div>When they search for a job</div> <div>Customer used to see job openings on the website</div> <div>When they search for a job</div> <div>Customer used to see job openings on the website</div>
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	<div>When they search for a job</div> <div>Customer used to see job openings on the website</div> <div>When they search for a job</div> <div>Customer used to see job openings on the website</div> <div>When they search for a job</div> <div>Customer used to see job openings on the website</div> <div>When they search for a job</div> <div>Customer used to see job openings on the website</div>	<div>When they search for a job</div> <div>Customer used to see job openings on the website</div> <div>When they search for a job</div> <div>Customer used to see job openings on the website</div> <div>When they search for a job</div> <div>Customer used to see job openings on the website</div> <div>When they search for a job</div> <div>Customer used to see job openings on the website</div>	<div>When they search for a job</div> <div>Customer used to see job openings on the website</div> <div>When they search for a job</div> <div>Customer used to see job openings on the website</div> <div>When they search for a job</div> <div>Customer used to see job openings on the website</div> <div>When they search for a job</div> <div>Customer used to see job openings on the website</div>	<div>When they search for a job</div> <div>Customer used to see job openings on the website</div> <div>When they search for a job</div> <div>Customer used to see job openings on the website</div> <div>When they search for a job</div> <div>Customer used to see job openings on the website</div> <div>When they search for a job</div> <div>Customer used to see job openings on the website</div>	<div>When they search for a job</div> <div>Customer used to see job openings on the website</div> <div>When they search for a job</div> <div>Customer used to see job openings on the website</div> <div>When they search for a job</div> <div>Customer used to see job openings on the website</div> <div>When they search for a job</div> <div>Customer used to see job openings on the website</div>

Reference:

<https://app.mural.co/invitation/mural/skillandjobrecommender4059/1665586130007?sender=u88cb770e041aa06f2e810646&key=d723b86b-ed98-4aaa-a2c8-5456b68698>