

Project design phase II

Customer journey map

Date	19 September 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 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?	<div>Seeking for a job</div> <div>Visit website or app</div> <div>Choose job to apply and interview</div> <div>Review for job suitability</div> <div>View specific job details</div>	<div>Applying for a job</div> <div>Complete the registration</div> <div>Confirm the details</div> <div>Send confirmation</div> <div>Recall reminder</div>	<div>Arrive at interview location</div> <div>Attend the interview</div>	<div>Refuse the interview location</div> <div>Share the experience with others</div> <div>Watch feedback on</div>	<div>Providing tips to others</div> <div>Recommend to others</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 through job app or website</div> <div>Job recommendations through job app or website</div> <div>Job recommendations through job app or website</div> <div>Job recommendations through job app or website</div> <div>Job recommendations through job app or website</div> <div>Job recommendations through job app or website</div>	<div>Job recommendations through job app or website</div> <div>Job recommendations through job app or website</div> <div>Job recommendations through job app or website</div> <div>Job recommendations through job app or website</div> <div>Job recommendations through job app or website</div> <div>Job recommendations through job app or website</div>	<div>Job recommendations through job app or website</div> <div>Job recommendations through job app or website</div> <div>Job recommendations through job app or website</div> <div>Job recommendations through job app or website</div> <div>Job recommendations through job app or website</div> <div>Job recommendations through job app or website</div>	<div>Job recommendations through job app or website</div> <div>Job recommendations through job app or website</div> <div>Job recommendations through job app or website</div> <div>Job recommendations through job app or website</div> <div>Job recommendations through job app or website</div> <div>Job recommendations through job app or website</div>	<div>Job recommendations through job app or website</div> <div>Job recommendations through job app or website</div> <div>Job recommendations through job app or website</div> <div>Job recommendations through job app or website</div> <div>Job recommendations through job app or website</div> <div>Job recommendations through job app or 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>Help me to find a job</div> <div>Help me to find a job</div> <div>Help me to find a job</div> <div>Help me to find a job</div> <div>Help me to find a job</div>	<div>Help me to find a job</div> <div>Help me to find a job</div> <div>Help me to find a job</div> <div>Help me to find a job</div> <div>Help me to find a job</div> <div>Help me to find a job</div>	<div>Help me to find a job</div> <div>Help me to find a job</div> <div>Help me to find a job</div> <div>Help me to find a job</div> <div>Help me to find a job</div> <div>Help me to find a job</div>	<div>Help me to find a job</div> <div>Help me to find a job</div> <div>Help me to find a job</div> <div>Help me to find a job</div> <div>Help me to find a job</div> <div>Help me to find a job</div>	<div>Help me to find a job</div> <div>Help me to find a job</div> <div>Help me to find a job</div> <div>Help me to find a job</div> <div>Help me to find a job</div> <div>Help me to find a job</div>
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	<div>When they receive a job recommendation</div> <div>When they receive a job recommendation</div> <div>When they receive a job recommendation</div> <div>When they receive a job recommendation</div> <div>When they receive a job recommendation</div> <div>When they receive a job recommendation</div>	<div>When they receive a job recommendation</div> <div>When they receive a job recommendation</div> <div>When they receive a job recommendation</div> <div>When they receive a job recommendation</div> <div>When they receive a job recommendation</div> <div>When they receive a job recommendation</div>	<div>When they receive a job recommendation</div> <div>When they receive a job recommendation</div> <div>When they receive a job recommendation</div> <div>When they receive a job recommendation</div> <div>When they receive a job recommendation</div> <div>When they receive a job recommendation</div>	<div>When they receive a job recommendation</div> <div>When they receive a job recommendation</div> <div>When they receive a job recommendation</div> <div>When they receive a job recommendation</div> <div>When they receive a job recommendation</div> <div>When they receive a job recommendation</div>	<div>When they receive a job recommendation</div> <div>When they receive a job recommendation</div> <div>When they receive a job recommendation</div> <div>When they receive a job recommendation</div> <div>When they receive a job recommendation</div> <div>When they receive a job recommendation</div>
Negative moments What steps does a typical person find frustrating, confusing, annoying, costly, or time-consuming?	<div>When they receive a job recommendation</div> <div>When they receive a job recommendation</div> <div>When they receive a job recommendation</div> <div>When they receive a job recommendation</div> <div>When they receive a job recommendation</div> <div>When they receive a job recommendation</div>	<div>When they receive a job recommendation</div> <div>When they receive a job recommendation</div> <div>When they receive a job recommendation</div> <div>When they receive a job recommendation</div> <div>When they receive a job recommendation</div> <div>When they receive a job recommendation</div>	<div>When they receive a job recommendation</div> <div>When they receive a job recommendation</div> <div>When they receive a job recommendation</div> <div>When they receive a job recommendation</div> <div>When they receive a job recommendation</div> <div>When they receive a job recommendation</div>	<div>When they receive a job recommendation</div> <div>When they receive a job recommendation</div> <div>When they receive a job recommendation</div> <div>When they receive a job recommendation</div> <div>When they receive a job recommendation</div> <div>When they receive a job recommendation</div>	<div>When they receive a job recommendation</div> <div>When they receive a job recommendation</div> <div>When they receive a job recommendation</div> <div>When they receive a job recommendation</div> <div>When they receive a job recommendation</div> <div>When they receive a job recommendation</div>
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	<div>When they receive a job recommendation</div> <div>When they receive a job recommendation</div> <div>When they receive a job recommendation</div> <div>When they receive a job recommendation</div> <div>When they receive a job recommendation</div> <div>When they receive a job recommendation</div>	<div>When they receive a job recommendation</div> <div>When they receive a job recommendation</div> <div>When they receive a job recommendation</div> <div>When they receive a job recommendation</div> <div>When they receive a job recommendation</div> <div>When they receive a job recommendation</div>	<div>When they receive a job recommendation</div> <div>When they receive a job recommendation</div> <div>When they receive a job recommendation</div> <div>When they receive a job recommendation</div> <div>When they receive a job recommendation</div> <div>When they receive a job recommendation</div>	<div>When they receive a job recommendation</div> <div>When they receive a job recommendation</div> <div>When they receive a job recommendation</div> <div>When they receive a job recommendation</div> <div>When they receive a job recommendation</div> <div>When they receive a job recommendation</div>	<div>When they receive a job recommendation</div> <div>When they receive a job recommendation</div> <div>When they receive a job recommendation</div> <div>When they receive a job recommendation</div> <div>When they receive a job recommendation</div> <div>When they receive a job recommendation</div>

Reference:

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