

## 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.

Created in partnership with





SKILL AND JOB RECOMMENDER

## PROJECT DESIGN PHASE II

## **TEAM ID:PNT2022TMID43362**

## **CUSTOMER JOURNEY MAP**

SCENARIO  Browsing, booking, attending, and rating a local city tour	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 dissatisfaction  Financial insecurity Ineptitudity	Get to network on large scale  Get to know a lot of openings  Get to know his/her weakness and strengths  Get to know the skills required in industry  Get to equip his / her with skills required in industry  Get a job offer	Job satisfaction  Motivation and determination  Self confidence level  Updated to the technological in their domain	Shares the experience with their friends and get benefited  Stay connected with 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 recruiters and get to know the requireents in industry  Job recruiters engage with job seekers to identify possible candidates	Job recommendations by chatbo  Skill upgradation recommendation by chatbot	Applying for recommended jobs openings in website  Stay alerted on application deadlines  Stay alerted to new job openings	Looking ahead for offer letter from the company  Pots their experience which helped them get employed	Interact with 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 Seeker: to choose the potential candidates for organization	Job Seeker: To ace the written tests and interview  Job Seeker: To update resume and CV  Job recruiter:To thoroughly assess the candidates	Job Seeker: To finish the background clearance and get offer letter	Job Seeker: Have good growth in carrier  Not to get fired
Positive moments  What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	to be able to apply for the ideal jobs without having to pay any money  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 optimistic about opportunities the start	Gaining new skills  Gain confidence by attending interviews	Motivated and exhilarated  Got job offer from dream company  Self confident	Financially secure Professional growth
Negative moments  What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	Societal Pressure	Pessimistic felling thoughts of not getting the job felling unskilled or unqualified	Frustration due to employment rejection Fear of scams  The stration due to employment and distress rejection Fear of future living Fear of future earning a living	Didnt get job offer from expected 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 through chatbot	Fake job detection	Send congratulatory email and coupons/ vouchers	Send job opportunities thriugh mail for better job