



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.

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Skill/Job Recommender Application IBM-Project-42607-1660669246 Team ID : PNT2022TMID34680

Document an existing experience					
Narrow your focus to a specific scenario or process within an existing product or service. In the Steps row, document the step-by-step process someone typically experiences, then add detail to each of the other rows.					
Scenario Search for jobs, learning new skills, receiving career education	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 go through typically experienced?	Think of friends and college apps Through career fairs Through LinkedIn	Learning and not knowing about being interviewed Disabilities of jobs Physical problems Lack of confidence	Confirming the skills required for the industry Get to know the company if job is relevant See a job offer with a salary Get a job offer for a job	Job satisfaction Highly educated and skilled	Review the experience and share it with others Continue to learn and grow
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 seeker is not a student Job seeker is not a student Job seeker is not a student	Job Development Recommendation by teacher Job Development Recommendation by teacher	Applying a resume Job seeker is not a student Job seeker is not a student	Learning very quickly or getting a job offer after From the company Be aware of job openings and application deadline	Work and get skills with colleagues at the company Interact with all the people in the organization
Goals & Motivation What motivates or drives them 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 Seeker To get a job offer Job Seeker To get a job offer	Job Seeker To get a job offer Job Seeker To get a job offer	Job Seeker To get a job offer Job Seeker To get a job offer	Job Seeker To get a job offer Job Seeker To get a job offer	Job Seeker To get a job offer Job Seeker To get a job offer
Positive moments What steps does a typical person find enjoyable, productive, fun, rewarding, joyful, or exciting?	Job seeker is not a student Job seeker is not a student Job seeker is not a student	Job seeker is not a student Job seeker is not a student Job seeker is not a student	Job seeker is not a student Job seeker is not a student Job seeker is not a student	Job seeker is not a student Job seeker is not a student Job seeker is not a student	Job seeker is not a student Job seeker is not a student Job seeker is not a student
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or otherwise negative?	Job seeker is not a student Job seeker is not a student Job seeker is not a student	Job seeker is not a student Job seeker is not a student Job seeker is not a student	Job seeker is not a student Job seeker is not a student Job seeker is not a student	Job seeker is not a student Job seeker is not a student Job seeker is not a student	Job seeker is not a student Job seeker is not a student Job seeker is not a student
Areas of opportunity How might we make each step better? What ideas do you have? What have others suggested?	Job seeker is not a student Job seeker is not a student Job seeker is not a student	Job seeker is not a student Job seeker is not a student Job seeker is not a student	Job seeker is not a student Job seeker is not a student Job seeker is not a student	Job seeker is not a student Job seeker is not a student Job seeker is not a student	Job seeker is not a student Job seeker is not a student Job seeker is not a student



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