



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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Skills/Job Recommender Application

Team ID : PNT022TMD5207

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.

Tip
As you add steps to the experience, move each these "Step 1/2" tags left or right depending on this scenario you are documenting.

	<p>RECOMMEND</p> <p>Browsing, looking, attending, and rating a local city tour</p>	<p>Entice</p> <p>How does someone initially become aware of this process?</p>	<p>Enter</p> <p>What do people experience as they begin the process?</p>	<p>Engage</p> <p>In the core moments in the process, what happens?</p>	<p>Exit</p> <p>What do people typically experience as the process finishes?</p>	<p>Extend</p> <p>What happens after the experience is over?</p>
<p>Steps</p> <p>What does the person (or group) typically experience?</p>	<p>Through browsing and rating tours</p> <p>Through recommendations</p> <p>Through browsing</p>	<p>Seeing ads and recommendations during navigation</p> <p>Discovery of job</p> <p>Researching products</p> <p>Enter with confidence</p>	<p>Get to know with research the security</p> <p>Get to know about the job openings</p> <p>Get a job offer after a selection</p> <p>Get to know about the tasks</p>	<p>Job satisfaction</p> <p>Highly motivated and skilled</p>	<p>Review the experience and rate it on job posting</p> <p>Monitor a company's reputation with a reviewer</p>	
<p>Interactions</p> <p>What interactions do they have at each step along the way?</p> <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? 	<p>Job seeker interacts with website and mobile app</p> <p>Job Recruiters find the job openings for the company</p>	<p>Job Recruiters find the job openings for the company</p> <p>Job Recruiters find the job openings for the company</p>	<p>Job Recruiters find the job openings for the company</p> <p>Job Recruiters find the job openings for the company</p>	<p>Job Recruiters find the job openings for the company</p> <p>Job Recruiters find the job openings for the company</p>	<p>Job Recruiters find the job openings for the company</p> <p>Job Recruiters find the job openings for the company</p>	
<p>Goals & motivations</p> <p>At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")</p>	<p>Job seeker will find a job</p> <p>Job Recruiters will find the best people for the company</p>	<p>Job Recruiters will find the best people for the company</p> <p>Job Recruiters will find the best people for the company</p>	<p>Job Recruiters will find the best people for the company</p> <p>Job Recruiters will find the best people for the company</p>	<p>Job Recruiters will find the best people for the company</p> <p>Job Recruiters will find the best people for the company</p>	<p>Job Recruiters will find the best people for the company</p> <p>Job Recruiters will find the best people for the company</p>	
<p>Positive moments</p> <p>What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?</p>	<p>Job seeker will find the job openings for the company</p> <p>Job Recruiters will find the best people for the company</p>	<p>Job Recruiters will find the best people for the company</p> <p>Job Recruiters will find the best people for the company</p>	<p>Job Recruiters will find the best people for the company</p> <p>Job Recruiters will find the best people for the company</p>	<p>Job Recruiters will find the best people for the company</p> <p>Job Recruiters will find the best people for the company</p>	<p>Job Recruiters will find the best people for the company</p> <p>Job Recruiters will find the best people for the company</p>	
<p>Negative moments</p> <p>What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?</p>	<p>Social pressure</p>	<p>Feeling unqualified</p> <p>Fear of rejection</p> <p>Fear of future</p>	<p>Fear of unemployment</p> <p>Don't get a job offer from the dream company</p>	<p>Send job offer from dream company</p>	<p>Imposter syndrome</p>	
<p>Areas of opportunity</p> <p>How might we make each step better? What ideas do we have? What have others suggested?</p>	<p>Job seeker will find the job openings for the company</p> <p>Job Recruiters will find the best people for the company</p>	<p>Job Recruiters will find the best people for the company</p> <p>Job Recruiters will find the best people for the company</p>	<p>Job Recruiters will find the best people for the company</p> <p>Job Recruiters will find the best people for the company</p>	<p>Job Recruiters will find the best people for the company</p> <p>Job Recruiters will find the best people for the company</p>	<p>Job Recruiters will find the best people for the company</p> <p>Job Recruiters will find the best people for the company</p>	



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