

This is the journey of a

Game-Changer

Game changers are people who introduce new practices to their organizations. They want inspire others to co-create and innovate together.

What are their key goals and needs?

It enables us to network with people and professional organizations in our industry.

It allows us to have an online brand which makes us visible to key decision makers and recruiters.

It gives us the ability to showcase our profile, expertise, recommendations and connections, not only is our profile the first professional impression,

What do they struggle with most?

One of the biggest downfalls and turnoff of this system is time consumption.

People find it difficult to fill out profile details completely due to one reason or the other which creates incomplete profile challenge.

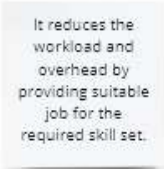


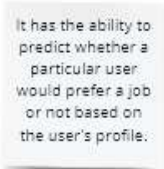



This system is filled with spam messages from recruiters, employers, and even job seekers. All just to seek attention, mislead, and export money.

What tasks do they have?

Make our profile sparkle by adding a background image that reflects your personality and our profession.

Include a concise summary of who we are, what we do and what we have to offer.

Add your current work history, education details, and at least four skills or areas of expertise.

| | |
|--|---|
| Journey Steps Which step of the experience are you describing? | Discovery Why do they even start the journey? |
| Actions What does the customer do? What information do they look for? What is their context? |  |
| Needs and Pains What does the customer want to achieve or avoid? <i>Tip: Reduce ambiguity, e.g. by using the first person narrator.</i> | <div>   </div> |
| Touchpoint What part of the service do they interact with? |  |
| Customer Feeling What is the customer feeling? <i>Tip: Use the emoji app to express more emotions</i> |  |
| <i>Backstage</i> | |
| Opportunities What could we improve or introduce? |  |
| Process ownership Who is in the lead on this? |  |

Registration

Why would they trust us?

The professional nature of this system is what that makes this platform less susceptible to deceptive content.

It offers interest-based and professional groups, which can be a great place to connect with others.

It offers numerous opportunities to increase their referral and knowledge base, attract quality employees.

The job search engine integrated within this platform showcases jobs from many reputable brands and companies.

Employers can list jobs and can search for potential candidates.

It allows users to create profiles from aspects of employer and job seeker or employee.

Here, job seekers or employees can find a job or describe their work experience, education and skills.

It is different than other social networking sites in that it's designed solely for the purpose of professional networking.

It offers very personal ways of identifying potential leads, engaging them and turning them into customers.



Increase/decrease



Onboarding and First Use

How can they feel successful?

It gives us the outright privilege to follow up with companies and industries that are of interest to us.

It can be used as a search tool to research company's interviewer's recruiters, and hiring managers.

It can be a powerful resource. It allows employers to post job openings to the site and they can search for these openings using the job search tool.

It allows us to create profiles, which can help us to attract new employers or clients.

It is focused on providing a relevant experience that encourages members to engage with people and topics they value.

We can set up an individual member profile, or a company page.

We can access to private messaging, as well as groups.

It also allows us to find new customers and leads, which can help us to grow our business.

It is for businesses to find qualified job candidates and help in the recruiting and hiring process.

It allows us to use their connections to find new positions and ask for recommendations.

It can give us important hint about things we should know before.

It is helpful for professional networking and growing business opportunities.



Increase/decrease

Sharing

Why would they invite others?

They invite others to share the recommender system for the job seekers.

Because, to connect with others for the promotions and recommendation of the jobs.

It is for the professional networking and growing business opportunities.

To get their own skill assessments whether to improve or to be stable.

It gives us outright privilege to follow up with companies and industries that are of interest of us.

It provides us with the advantage that their skills are backed and thus employers won't get an opportunity to question the same.

Having a recommender system profile shows the employers how serious they are and thus allows them to have a positive social image.

They can set it up in such a way that they will receive alerts regarding job openings of certain positions or at certain companies.

The trick now is to not only have relevant skills but also make your profile stand out.



Increase/decrease



What changes for them?

Outcome

Describe how the life and environment of the customer changes once they used the product or service.

What are they able to do now?

They can be able to update their profiles and their skill set to get the suitable job.

They can be able to connect with others to get promotions or recommendations.

They can be able to find the required jobs of their own choice.

What can they finally avoid doing?

Asking the wrong people for endorsements, recommendations or referrals.

They have to avoid unusually large number of large views from the account.

They have to avoid uploading unprofessional profile on this system.

What changed in my environment?

It can use it to build connections in their industry and to stay in touch with colleagues, past and present.

It has a good looking professional headshot.

It is an invaluable tool for job searches and recruitment, and a great way to stay up to date with industry news.