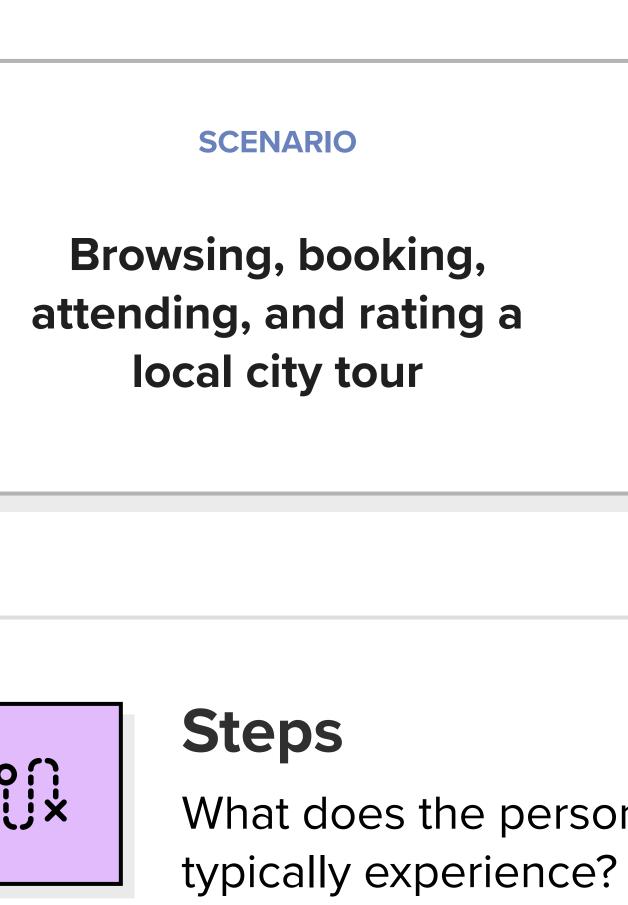
SCENARIO Browsing, booking, Interactions People: Who do they see or talk to? Places: Where are they? Things: What digital touchpoints or **Positive moments**





Entice

How does someone initially become aware of this process?

The users can apply



Engage

In the core moments in the process, what happens?

skills

Interaction with the



Exit

The user fills the form and submit it successfully through online

What do people typically experience as the process finishes?



Extend What happens after the experience is over?

Gets calls

Receive calls from

the HR of the

company

What does the person (or group) typically experience?

Get alerts for the job

The users get alerts from the job openings which fits for their skills.

Interaction with the

HR calls

When the user enters

into the job portal, the

home page will appear with sign in / signup

Enter

What do people

experience as they

begin the process?

The user should create the profile with correct details and upload the resume.

The users search for the job suits for their

The users read the job description like skills required, level of skills, Location, Company

Interaction with the list of jobs in the web page

Interaction with the application while filling the form

The candidate will get the calls from te corresponding HR of the company users to clear their

Interaction with mail

queries.

The user will get the job alerts that matches to their skills

People interacts with

Get job alerts if the user dataset and job description match

Interaction with H



What interactions do they have at each step along the way?

- physical objects would they use?



Goals & motivations

primary goal or motivation? ("Help me..." or "Help me avoid...")

there is job opening matches to my skill

gets upset

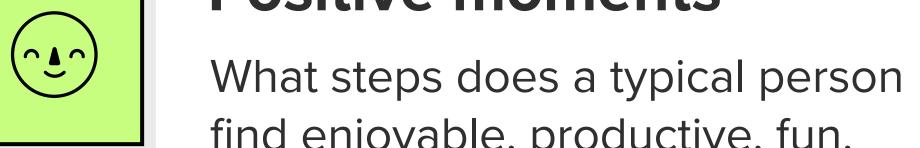
Customer excites for the list of job

openings as per their skills

Customer will dissatisfy If the responses are unclear

Get the job alerts to your mail

their skills



find enjoyable, productive, fun, motivating, delightful, or exciting?

Negative moments

What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?

Customer feels upset

Customer will become

happy and feel free to

apply for the jobs through online

Takes time to use the

Users feel anxious to apply for the new

role

when the application process fails

Customer feels low when there are no job alerts

The user will get sad when there is no update from the application



What have others suggested?