Customer Journey

Diagram:

	Entice	Enter	Engage		Exit	Extend
SCENARIO Browsing, booking, attending, and rating a local city tour	How does someone initially become aware of this process?	What do people experience as they begin the process?	In the core moments in the process, what happens?		What do people typically experience as the process finishes?	What happens after the experience is over?
Steps What does the person (or group) typically experience?	Apply for the job / Get alerts for the job openings; The users can apply for the job / Help me to avoid the wrong entered dataset	User signup/sign in page / Create the profile; When the user enters into the perspective, the home page will appear and sign in /signup	Looks for the job / Reads the description / Apply for the job / Chatbot / Get calls from the applied company / Get alerts to your mail; The users search for the job suits for their skills		Successful apply of job application / Receive job alerts; The user fills the form and submit it successfully through online	Gets calls; Receive calls from the HR of the company
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?	Interaction with the website / Interaction with the HR bots	Interaction with Home Page / Interaction with Signup/register page; Interaction with creating profile	Interaction with the job search / Interaction with the list of jobs in the web page / Interaction with the application while filling the form / Interaction with the chatbot / Interaction with mail		People interacts with a server / Customer gets experience in applying the job through online	Interaction with HR
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")	Help me to apply for the right job / Help me to avoid the wrong entered dataset	Help to apply for the job / Gives alerts when there is job opening matches to my skill set	Display the right job according to the search / Chatbot will clear the queries from user / Update the application status / Get the job alerts to your mail		The application process will move further / The user will get the right job to explore their skills	Easily apply for the job / User gets the right job
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	Customer will become happy and feel free to apply for the job through online	Customers are excited to use the application	The customer will be happy if the application moves to further process / Customer excited for the list of job openings as per their skills / Users feel anxious to apply for the new job		Customer will save plus time while applying through online	The users will be happy after getting the right job
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	Customer feels upset if their application is rejected	Takes time to use the application	When the application status fails, the user gets upset / Customer will dissatisfy if the responses are unclear		Customer feels sad 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
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	Easy to apply for jobs / Online job portal	User-friendly application / Suggests the right job for the exact person	Gives correct job for the job seekers / Beginner, Intermediate, Expert levels will be given every job description / Matches the skills and gives alerts to mail		Contact the HR for further process of application	Job seekers can search the job easily / Chatbot clears the user's query