

# PROJECT DESIGN PHASE - II

## CUSTOMER JOURNEY MAP

TEAM ID:PNT2022TMID52437

PROJECT NAME: SKILL AND JOP RECOMMENDER APPLICATION

Journey Steps Which step of the experience are you describing?	Discovery Why do they even start the journey?	Registration Why would they trust us?	Onboarding and First Use How can they feel successful?	Sharing Why would they invite others?
<b>Actions</b> What does the customer do? What information do they look for? What is their context?	The system uses job search API to get the current job openings in the market which will fetch the data directly from the webpages	connect their google account confirm free trial choose a plan	Skill and job recommendation system displays the current job openings based on the user skillset share their experience about the application Write a goal or activity Customer can contact customer care service	The system will sent an alert when there is a current opening based on the user skillset for their friends also get a good job Users will interact with the chatbot and can get the recommendations based on their skills
<b>Touchpoint</b> What part of the service do they interact with?	social ,media, traditional media Excellent feedbacks	Free trial of services Email Messages and calls	Excite ment Pursue over 100 openings Account settings Satisfaction	web Service review sites Very useful
<b>Needs and Pains</b> What does the customer want to achieve or avoid? <i>Tip: Reduce ambiguity , e.g. by using the first person narrate</i>	Write a need you want to meet	Write a need you want to meet Can't answer all the queries. Higher irritate	Suggestions based on users interests. It requires constant maintenance. Auto analyze the user's data Recommends jobs and skills.	Write a potential challenge to your objective Users input data may not always be accurate. need improvement
<b>Customer Feeling</b> What is the customer feeling? <i>Tip: Use the emoji app to express more emotions</i>	Write an emotion you expect the customer to have 😊	Contribute valuable feedback about the project 😊	Impressed with the proposed solution. Provide a good report about the project. 😊	Satisfied with the overall project. 😊
<b>Opportunities</b> What could we improve or introduce?	Apply again through seek or recruitment agencies	give more suggestion of jobs	attend soft skill development program	give some benefits to the user through the sharing
<b>Process ownership</b> Who is in the lead on this?	Owner	job seeker	Job Seeker	Customer