

Project Design Phase-II

Customer journey map

|               |                                     |
|---------------|-------------------------------------|
| Date          | 22 October 2022                     |
| Team ID       | PNT2022TMID04977                    |
| Project Name  | Project - Skill and job recommender |
| Maximum Marks | 2 Marks                             |

# 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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## 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 "Five Es" the left or right depending on the scenario you are documenting.

| <div>SCENARIO</div> <div>Browsing, booking, attending, and rating a local city tour</div>  | Entice   | Enter   | Engage   | Exit  | Extend   |
|--|--|---|--|---|--|
| <div>Steps</div> <div>What does the person (or group) typically experience?</div>  | <div>Apply for the job</div> <div>Get alerts for the job openings</div> <div>The users can apply for the job.</div> <div>The users get alerts from the job openings which fits for their skills.</div> | <div>User sign up/sign in page</div> <div>Create profile</div> <div>When the user enters into the job portal, the home page will appear with sign in / sign up</div> <div>The user will read the profile and create a resume.</div> | <div>Looks for the job</div> <div>Reads the description</div> <div>Apply for the job</div> <div>Chatbot</div> <div>Chatbot</div> <div>Get alerts to your mail</div> <div>The users search for the job or their</div> <div>The users read the job description like skills, requirements, salary, reputation etc.</div> <div>Apply for the job by clicking apply now button then fill the application form</div> <div>Chatbot will help the users during their application</div> <div>The candidate will get the calls from the corresponding HR of the company</div> <div>The user will get the job alerts that matches to their skills</div> | <div>Successful apply of job application</div> <div>Receive job alerts</div> <div>The user fills the form and submit it successfully through online</div> <div>Get job alerts if the user dataset and job description match</div> | <div>Gets calls</div> <div>Receive calls from the HR of the company</div>                    |
| <div>Interactions</div> <div>What interactions do they have at each step along the way?</div> <div>People: Who do they see or talk to?</div> <div>Places: Where are they?</div> <div>Things: What digital touch points or physical objects would they use?</div> | <div>Interaction with the website</div> <div>Interaction with the HR calls</div>   | <div>Interaction with Home Page</div> <div>Interaction with the user profile</div> <div>Interaction with the job description</div> <div>Interaction with the chatbot</div> <div>Interaction with the mail</div>                     | <div>Interaction with the job search</div> <div>Interaction with the list of jobs in the web page</div> <div>Interaction with the application while filling the form</div> <div>Interaction with the chatbot</div> <div>Interaction with mail</div>  | <div>People interacts with a server.</div> <div>Customer gets experience in applying for the jobs through online</div>  | <div>Interaction with HR</div>   |
| <div>Goals &amp; motivations</div> <div>At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")</div>  | <div>Help me to apply for the right job</div> <div>Help me to avoid the wrong entered dataset</div>  | <div>Help to apply for the job</div> <div>Help to avoid the wrong entered dataset</div>   | <div>Display the right job according to the search</div> <div>Chatbot will clear the queries from user</div> <div>Update the application status</div> <div>Get the job alerts to your mail</div>   | <div>The application process will move further</div> <div>The user will get the right job to explore their skills</div>   | <div>Easy apply for the job</div> <div>User gets the right job</div>                         |
| <div>Positive moments</div> <div>What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?</div>  | <div>To be able to apply her dream job in big companies without any fees</div> <div>To be able to develop her skills required by the industry</div>  | <div>Optimistic about that new start</div>  | <div>Gain self confidence by attending interviews</div> <div>Gain new skills</div>   | <div>Motivated and exhilarated</div>  | <div>Financial security</div> <div>Professional growth and improvement in her attitude</div> |
| <div>Negative moments</div> <div>What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?</div>  | <div>societal pressure</div>   | <div>Feeling unskilled or unqualified</div> <div>Fear of rejection</div> <div>Fear of future</div>  | <div>Fear of employment</div> <div>Fear of not getting a job offer from the dream company</div>  | <div>Get job offer from dream company</div>   | <div>Imposter syndrome</div>   |
| <div>Areas of opportunity</div> <div>How might we make each step better? What ideas do we have? What have others suggested?</div>  | <div>Free one-to-one mentor assignment</div>   | <div>Registration is done through chatbot</div>   | <div>Fake job detection</div>  | <div>Send email and vouchers regarding congratulatory</div>   | <div>Send job opportunities through email for better job switch</div>                        |

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