SCENARIO 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? **Goals & motivations Positive moments** What steps does a typical person

Browsing, booking, attending, and rating a local city tour

Entice

How does someone initially become aware of this process?



Engage

In the core moments in the process, what happens?

The users search for

the job suits for their

skills

Exit

What do people typically experience as the process finishes?

The user fills the form and submit it successfully through online

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?

The users can apply

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

Get alerts for the job

Interaction with the

HR calls

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

Interaction with the list of jobs in the web page Interaction with the

Interaction with the application while filling the form

users to clear their

queries.

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

Interaction with mail

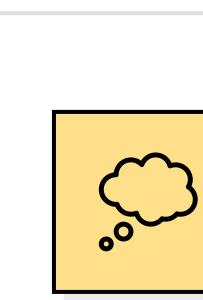
The candidate will get the calls from te

corresponding HR of the company

People interacts with

Get job alerts if the user dataset and job description match

Interaction with H



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

there is job opening matches to my skill

Customer excites for the list of job

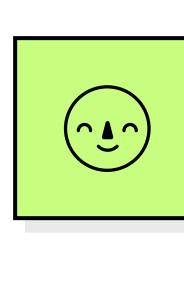
openings as per their skills

The users read the job description like skills

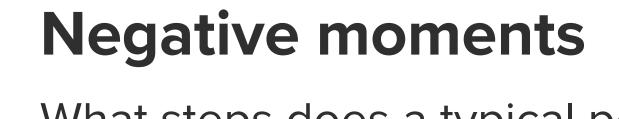
required, level of skills, Location, Company

Get the job alerts to your mail

their skills



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



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

gets upset

Customer will dissatisfy If the responses are unclear

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?

Users feel anxious to apply for the new

role