



Visualize the **Customer** and **Employee** interactions and touchpoints using Journey Mapping

Working as group, map the experience of the people your company serves by leveraging the customer lifecycle. Include customer behaviors, touchpoints, and attitudes/emotions. Next, map the experience of the employees engaged in facilitating and delivering the customer experience. Include internal processes, teams/groups, systems/ tools and touchpoints. **4 hours**



PROJECT DESIGN PHASE II

PHASE

2. Compare different roles



Customer at a job site on a hiring platform

Search the suitable job role in the

TOUCHPOINTS application

websites.

1. Testimonials
What channels does the customer submit the required documents



CUSTOMER

use to reach you?



BEHAVIORS Ask friends and co-workers
What are the actions taken by the customer?

company according to our skills.



1. Browse several

Communicate to the resource person on available platform

person

experience

company

1. Email campaigns

Share your feedback

Feedback and

feedback

STORY BOARD



What story board does the journey evoke?



Acceptance



Trust

USER EXPERIENCE

What user experience(s) does the journey evoke?

Delight

PROBLEMS

What PROBLEMS does the journey evoke?

Have proper knowledge about websites
Unexpected results

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L
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k of
communication skills
Cross check all your documents
Nervousness about process
Be sure and deterministic

Improper documents

Panic about result state
Have peace of mind for

Be honest

further about your
competitions feedback
Giving
m
o
r
e
c

r
i
t
i
c
a
l
f
e
e
d
b
a
c
k

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IDEAS

What ideas does the journey evoke?

Unreliable information
Title: Skill/Job Recommender Application

Communication with other person
Unable to decide the better one
Have strong mind for
Prepare for interview with lot of practices