# Entice

**SCENARIO**

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

How does someone initially become aware of this process?

# Enter

What do people experience as they begin the process?

# Engage

In the core moments in the process, what happens?

# Exit

What do people typically experience

as the process finishes?

# Extend

What happens after the experience is over?



**Steps**

**Gets calls**

**Receive job alerts**

**Successful apply of job application**

**Chatbot**

**Apply for the job**

**Reads the description**

**Looks for the job**

**Create the profile**

**User signup/sign in page**

**Apply for the job**

**Get alerts to your mail**

**Get calls from the applied company**

**Get alerts for the job openings**

What does the person (or group) typically experience?

The users can apply for the job.

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

When the user enters into the job portal, the home page will appear with sign in / signup

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

The users search for the job suits for their skills

The users read the job description like skills required, level of skills, Location, Company reputation etc.

Apply for the job by clicking apply now button then fills the application form

Chatbot will help the users to clear their queries.

The candidate will get the calls from te corresponding HR of the company

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

The user fills the form and submit it successfully through online

Get job alerts if the user dataset and job description match

Receive calls from the HR of the company

## Interactions

People interacts with a server.

Interaction with mail

Interaction with the chatbot

Interaction with HR

Customer gets experience in applying for the jobs through online

Interaction with the application while filling the form

Interaction with the list of jobs in the web page

Interaction with the job search

Interaction with Signup/register page if he/she is a new user

Interaction with Login page, if he/she has signed up already

Interaction with Home Page

Interaction with the HR calls

Interaction with the website

What interactions do they have at each step along the way?

**People:** Who do they see or talk to?

Interactiion with creating profile

**Places:** Where are they?

**Things:** What digital touchpoints or physical objects would they use?

## Goals & motivations

The application process will move further

The user will get the right job to explore their skills

User gets the right job

Easy apply for the job

Give alerts when there is job opening matches to my skill set.

Help to apply for the job

Get the job alerts to your mail

Chatbot will clear the queries from user

Display the right job according to the search

Help me to avoid the wrong entered dataset

Help me to apply for the right job

Update the application status

At each step, what is a person’s primary goal or motivation? (“Help me...” or “Help me avoid...”)

## Positive moments

Users feel anxious to apply for the new role

Customer excites for the list of job openings as per their skills

The customer will be happy if the application moves to further process

Customer will save lots of time while applying through onlne

The users will be happy after getting the right job

Customers are excited to use the user-friendly application

Customer will become happy and feel free to apply for the jobs through online

What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?

## Negative moments

Customer feels low when there are no job alerts

Customer will dissatisfy If the responses are unclear

When the application status fails, the user gets upset

The user will get sad when there is no update from the application

Customer feels sad when the application process fails

Takes time to use the application

Customer feels upset if their application is rejected

What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?

## Areas of opportunity

Chatbot clears the user's query

Job seekers can search the job easily

Suggests the right job for the skilled person

User-friendly application

Matches the skills and give alerts to mail

Beginner, Intermediate, Expert levels will be given every job description

Gives correct job for the job seekers

Contact the HR for further process of application

Online job portal

Easy to apply for jobs

How might we make each step better? What ideas do we have? What have others suggested?