Browsing, booking, attending, and rating a local city tour	Entice  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 What does the person (or group) typically experience?	through advertisment throught browsing	get to network on a large scale job satisfactionn	gt a job offer  get to known a lot of  job openning		
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?	Job recommendations by chatbox	Stay alerted to the new job openning stay alerted on application deadline			
Goals & motivations  At each step, what is a person's primary goal or motivation?  ("Help me" or "Help me avoid")	To make the process eaiser	to get job offer			
Positive moments  What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	Gaining new skills				
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	sociietal pressure				
Areas of opportunity  How might we make each step better? What ideas do we have?  What have others suggested?	free one to one assignment		fake job detection		