

# PROJECT DESIGN PHASE-II

## CUSTOMER JOURNEY

Date	14 November 2022
Team ID	PNT2022TMID48126
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Project Name	Skill and Job Recommender
Maximum Marks	4 Marks

<b>Customer experience journey map</b>  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.  <small>Download scenario job</small> Product School  <small>12 Share feedback</small>	SCENARIO	Entice	Enter	Engage	Exit	Extend
	Seeking Jobs, Improving Skills, Recruiting Employees	How does someone (what, where, when, why) enter the product?	What do people experience as they begin the product?	In the core moments in the process, what happens?	What do people typically experience as the process finishes?	What happens after the experience is over?
	Steps What does the person or group actually experience?	Through friends Through advertisements Through browsing	Anxious and depressed for being unemployed Job Dissatisfaction Financial insecurity Ineptitude	Get to network on a large scale Get to know a lot of job openings Get to know his/her weakness and strengths Get to know the skills required in the industry Get to equip his/herself with the skills required in the industry Get a job offer	Job satisfaction Motivation and determination Self confidence Updated to the technological advancements in his/her domain	Shares the experience with his/her friends and helps them get benefited. Stay connected with the recruiters
	Interactions What conversations 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 seekers interact with the recruiters and get to know the requirements in the industry Job recruiters interact with the job seekers and find out the potential candidates	Job recommendations by chatbot Skills upgradation recommendation by chatbot	Applying for recommended job openings in the website Stay alerted to the new job openings Stay alerted on application deadlines	Looking ahead for the offer letter from the company Pass his/her experience with the app which helped him/her get employed	Work with colleagues at the company Interact with the managers of the company
	Goals & motivations At each step, what is a person's primary goal or motivation? (They are "I" or "They" are doing it.)	Job Seeker: To get a job offer Job Recruiter: To make the hiring process easier	Job seeker: To get the right job and suit recommendations Job Recruiter: To choose the potential candidates for their organisation	Job seeker: To update and fine tune resume and CV Job seeker: To ace the written tests and interview Job recruiter: To thoroughly assess the candidates	Job seeker: To finish the background clearance and get the offer letter as soon as possible	Job seeker: Have good career growth Job seeker: Not get fired
	Positive moments What does one's ideal moment feel like? (e.g., productive fun, relaxing, delightful, or exciting?)	To be able to apply to the dream companies without any fees To be able to apply to the vacancies in the company without much effort being whenever and where To be able to apply to high companies To be able to apply to physically visiting each company	Excited for new opportunities Optimistic about the new start	Gaining new skills Gain confidence by attending interviews	Motivated and exhilarated Got job offer from dream company Self confident	Financial Security Professional growth
	Negative moments What does one's worst moment feel like? (e.g., frustrating, confusing, empty, empty, or time-consuming?)	Societal Pressure	Pessimistic thoughts of not getting the right job Feeling unskilled or unqualified	Frustration due to getting rejected by the companies Fear of Employment Scams Depression and distress Fear of future Fear of earning a living	Didn't get job offer from dream company	Imposter syndrome
	Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	Free one-to-one mentor assignment	Registering/logging in through chatbot	Fake job detection	Send congratulatory email and coupons/vouchers	Send job opportunities through email for better job switch