

Project design Phase II

Customer journey map

Date	13 October 2022
Team ID	PNT2022TMID47064
Project Name	Project – Skill / Job Recommender Application
Maximum Marks	4 Marks

Job / Skill Recommender

SCENARIO Browsing, applying, attending interviews and rating our website	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 journey group typically experience?	<p>Reading to learn</p> <p>What website to use</p> <p>Researching the process</p> <p>Researching the process</p> <p>Researching the process</p>	<p>Applying to learn</p> <p>Researching the process</p> <p>Researching the process</p> <p>Researching the process</p> <p>Researching the process</p>	<p>Engaging the process</p> <p>Researching the process</p> <p>Researching the process</p> <p>Researching the process</p> <p>Researching the process</p>	<p>Researching the process</p> <p>Researching the process</p> <p>Researching the process</p> <p>Researching the process</p> <p>Researching the process</p>	<p>Researching the process</p> <p>Researching the process</p> <p>Researching the process</p> <p>Researching the process</p> <p>Researching the process</p>
Interactions What interactions do they have at each step along the way? <ul style="list-style-type: none"> People: Who do they see or talk to? Places: Where are they? Things: What digital touchpoints or physical objects would they use? 	<p>Researching the process</p> <p>Researching the process</p> <p>Researching the process</p> <p>Researching the process</p> <p>Researching the process</p>	<p>Researching the process</p> <p>Researching the process</p> <p>Researching the process</p> <p>Researching the process</p> <p>Researching the process</p>	<p>Researching the process</p> <p>Researching the process</p> <p>Researching the process</p> <p>Researching the process</p> <p>Researching the process</p>	<p>Researching the process</p> <p>Researching the process</p> <p>Researching the process</p> <p>Researching the process</p> <p>Researching the process</p>	<p>Researching the process</p> <p>Researching the process</p> <p>Researching the process</p> <p>Researching the process</p> <p>Researching the process</p>
Goals & motivations At each step, what is a person's primary goal or motivation? (Help me...? or Help me avoid...?)	<p>Researching the process</p> <p>Researching the process</p> <p>Researching the process</p> <p>Researching the process</p> <p>Researching the process</p>	<p>Researching the process</p> <p>Researching the process</p> <p>Researching the process</p> <p>Researching the process</p> <p>Researching the process</p>	<p>Researching the process</p> <p>Researching the process</p> <p>Researching the process</p> <p>Researching the process</p> <p>Researching the process</p>	<p>Researching the process</p> <p>Researching the process</p> <p>Researching the process</p> <p>Researching the process</p> <p>Researching the process</p>	<p>Researching the process</p> <p>Researching the process</p> <p>Researching the process</p> <p>Researching the process</p> <p>Researching the process</p>
Positive moments What does seem a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	<p>Researching the process</p> <p>Researching the process</p> <p>Researching the process</p> <p>Researching the process</p> <p>Researching the process</p>	<p>Researching the process</p> <p>Researching the process</p> <p>Researching the process</p> <p>Researching the process</p> <p>Researching the process</p>	<p>Researching the process</p> <p>Researching the process</p> <p>Researching the process</p> <p>Researching the process</p> <p>Researching the process</p>	<p>Researching the process</p> <p>Researching the process</p> <p>Researching the process</p> <p>Researching the process</p> <p>Researching the process</p>	<p>Researching the process</p> <p>Researching the process</p> <p>Researching the process</p> <p>Researching the process</p> <p>Researching the process</p>
Negative moments What does seem a typical person find frustrating, confusing, engaging, costly, or time-consuming?	<p>Researching the process</p> <p>Researching the process</p> <p>Researching the process</p> <p>Researching the process</p> <p>Researching the process</p>	<p>Researching the process</p> <p>Researching the process</p> <p>Researching the process</p> <p>Researching the process</p> <p>Researching the process</p>	<p>Researching the process</p> <p>Researching the process</p> <p>Researching the process</p> <p>Researching the process</p> <p>Researching the process</p>	<p>Researching the process</p> <p>Researching the process</p> <p>Researching the process</p> <p>Researching the process</p> <p>Researching the process</p>	<p>Researching the process</p> <p>Researching the process</p> <p>Researching the process</p> <p>Researching the process</p> <p>Researching the process</p>
Areas of opportunity How might we make each step better? What does do we need? What have others suggested?	<p>Researching the process</p> <p>Researching the process</p> <p>Researching the process</p> <p>Researching the process</p> <p>Researching the process</p>	<p>Researching the process</p> <p>Researching the process</p> <p>Researching the process</p> <p>Researching the process</p> <p>Researching the process</p>	<p>Researching the process</p> <p>Researching the process</p> <p>Researching the process</p> <p>Researching the process</p> <p>Researching the process</p>	<p>Researching the process</p> <p>Researching the process</p> <p>Researching the process</p> <p>Researching the process</p> <p>Researching the process</p>	<p>Researching the process</p> <p>Researching the process</p> <p>Researching the process</p> <p>Researching the process</p> <p>Researching the process</p>