



Customer experience journey map

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.

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Skill/Job Recommender Application

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Document an existing experience

Narrow your focus to a specific scenario or process within an existing product or service. In the **Steps** row, document the step-by-step process someone typically experiences, then add detail to each of the other rows.

TIP

As you add steps to the experience, move each step to the left or right as appropriate depending on the scenario and the documentation.

Scenario Searching jobs, learning new skills, recruiting skilled candidates	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 friends and college staffs Through advertisements Through browsing	Feeling lost and frustrated about being unemployed Disorientation of job Financial Problems Losing self-confidence	Get to know the skills required in the industry Get to know about lots of job openings Get a job offer with a satisfaction Get to know about her skills	Job satisfaction Highly motivated and excited	Share the experience gained while job posting Maintain a strong connection with a recruiter
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 seekers interact and maintain a friendly connection with recruiters Job Recruiters talk the skilled candidates for her company	Job Recommendation by recruiter Job Development Recommendation by recruiter	Applying a particular job based on their skills Get a job openings notification via email	Looking very serious or getting a job offer letter from the company Be aware of job openings and application deadlines	Work and gain skills with colleagues at the company Interact with all the people in the organization
Goals & Motivation 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 Seeker : To get a job offer Job Recruiter : will make the hiring process easier	Job Seeker : To get the right job and get recommendation Job Recruiter select the skilled candidate for her company	Job seeker Maintain and update her resume properly and effectively Job seeker will crack the written test and interview Job Recruiter will filter the candidates based on screening test	Job seeker will finish the background research and get the job offer letter as soon as possible	Job seeker will gain a good career growth Job seeker will not fired from her company
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or ending?	To be able to meet the recruiter in the recruitment office To be able to interact with recruiters in the office	Optimistic about that new start	Gain confidence by attending mock interviews Gain new skills	Motivated and exhilarated	Financial security Professional growth and improvement in her attitude
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	Social pressure	Feeling unskilled or unqualified Fear of rejection Fear of future	Fear of employment losses Haven't get a job offer from the dream company	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 career development	Registration is done through chatbot	Free job detection	Send email and WhatsApp messages to encourage job posting	Send job recommendations through WhatsApp



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