

Customer experience journey map

Use this framework to better understand customer needs, motivations, and obstaclesby 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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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.

Skill/Job Recommender Application

Team ID : PNT2022TMID36881

TIP

As you add steps to the experience, move each these “Five Es” the left or right depending on the scenario you are documenting.

Scenario	Entice	Enter	Engage	Exit	Extend
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?	<div>Through friends and college staffs</div> <div>Through advertisements</div> <div>Through browsing</div>	<div>Feeling sad and frustrated about being unemployed</div> <div>dissatisfaction of jobs</div> <div>financial problems</div> <div>Loose self-confidence</div>	<div>Get to know the skills required in the industry</div> <div>Get to know about lots of job openings</div> <div>Get a job offer with a satisfaction</div> <div>Get to know about her skills</div>	<div>Job satisfaction</div> <div>Highly motivated and trained</div>	<div>Shares the experience gained in her job journey</div> <div>maintain a friendly connection with a recruiters</div>
 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?	<div>Job seekers interact and maintain a friendly connection with recruiters</div> <div>Job recruiters finds the skilled candidate for her company</div>	<div>Job recommendation by chatbot</div> <div>Skill development recommended by chatbot</div>	<div>applying a particular job, based on their skillset</div> <div>Get a job openings notification via email</div>	<div>Looking very curious on getting a joboffer letterfrom the company.</div> <div>Be aware of job openings and application deadlines.</div>	<div>Work and gain skills with colleagues at the company</div> <div>Interact with all the people in the organisation</div>
 Goals & motivations People: Who do they see or talk to? Places: Where are they? Things: What digital touchpoints or physical objects would they use?	<div>Job Seeker: To get a job offer</div> <div>Job Recruiter: will make the hiring process easier</div>	<div>Job seeker: toget the right joband skill recommendation</div> <div>Job recruiter select the skilledcandidate for her company</div>	<div>Job seeker maintain and update her resume properly and effectively</div> <div>Job seeker will crack the written test and interviews</div> <div>Job recruiter will filter the candidates based on screening test</div>	<div>Job seeker will finish the background clearance and get the job offer letter as soon as possible</div>	<div>Job seeker will gair a good career growth</div> <div>Job seeker will not fired from her company</div>
 Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	<div>To be able to apply her dream job in big companies without any fees</div> <div>To be able to develop her skills required by the industry</div>	<div>Optimistic about that new start</div>	<div>Gain self confidence by attending mock interviews</div> <div>Gain new skills</div>	<div>Motivated and exhilarated</div>	<div>Financial security</div> <div>Professional growth and improvement in her attitude</div>
 Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	<div>societal pressure</div>	<div>Feeling unskilled or unqualified</div> <div>Fear of rejection</div> <div>Fear of future</div>	<div>Fear of employment scams</div> <div>Didn't get a job offer from the dream company</div>	<div>Get job offer from dream company</div>	<div>Imposter syndrome</div>
 Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	<div>Free one-to-one mentor assignment</div>	<div>Registration is done through chatbot</div>	<div>Fake job detection</div>	<div>Send email and vouchers regarding congratulatory</div>	<div>Send job opportunities through email for better job switch</div>