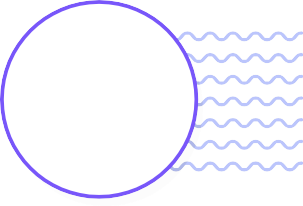
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**Document an existing experience**

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 : PNT2022TMID50980**

**Template**

Customer experience journey map

**SCENARIO**

**Browsing, booking, attending, and ratinga local city tour**

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

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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