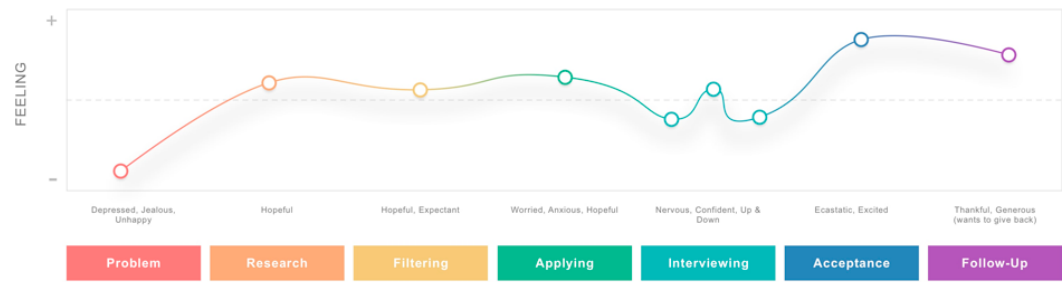




**Laura Lang**  
The Culture Fit Job-Seeker

Goal: To find a new job that values her as a person and as an engineer.



**DOING**

- Problem:** Hearing from engineering friends from other companies that treat them well, reading inspiring articles about amazing projects in other places.
- Research:** Searching for more info about engineering job opportunities. Finds Dream Job website.
- Filtering:** Searching and filtering job applications. Reading reviews from current employees. Reaching out to them. Bookmarking her favorite opportunities.
- Applying:** Applying online to her favorite job applications.
- Interviewing:** Interviewing with potential employers.
- Acceptance:** Accepted to her dream job.
- Follow-Up:** Receives an email from Dream Job asking for her experience and a review on the website of her new job. Writes a review.

**THINKING**

- Problem:** "Everyone else seems to be happy at their jobs" "I don't feel appreciated here" "I need to work somewhere where I'm appreciated"
- Research:** "Where can I find the job that I want?" "I hope there's something out there for me"
- Filtering:** "Is there any mention of a great culture by employee reviews?"
- Applying:** "I hope they get back to me soon" "Will I be considered qualified enough?" "Does my application stand out?"
- Interviewing:** "How can I prepare?" "How do I make a great impression?" "Did I do well?"
- Acceptance:** "I did it!" "I can't wait to tell everyone that I got the job!"
- Follow-Up:** "Job reviews by others on Dream Job helped me, so I'll help others too by writing a review"



**OPPORTUNITIES**

- Problem:** Advertise our website with blog posts, videos, and reviews on social media.
- Research:** Use SEO to rank on Google. Find ways to have many backlinks to our website to
- Filtering:** Have ways for the user to reach out to previous or current employees. Can we let users filter by
- Applying:** Have the user fill out her resume information once, and have it reapply to all applications with one click.
- Interviewing:** Have articles, videos, and general tips for interviewing. Show interviewing dates, times, and locations (with
- Acceptance:** Have a congratulatory message sent when accepted. Ask if she wants to change status to "employed" to not be spammed by employers.
- Follow-Up:** Point out that she can help others looking for a job, just like others helped her. Thank the user for her review. Let the user know when others have found her review helpful or asked follow-up questions.

**PITFALLS**

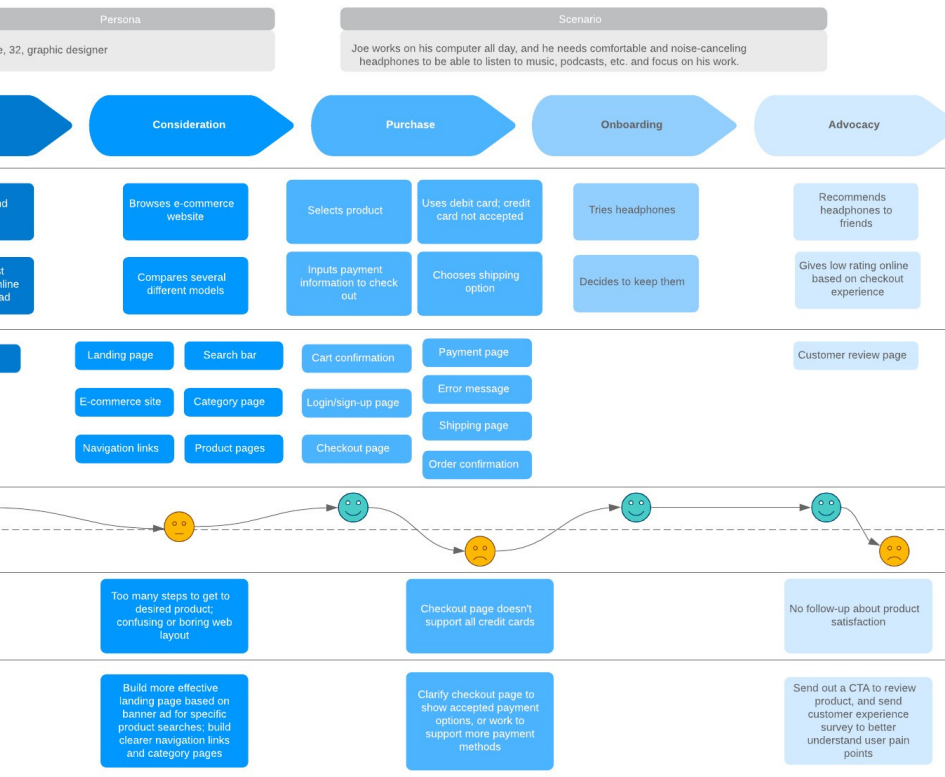
- Coming off as an advertisement
- Don't get spammy
- Make the review/survey questions neutral. Don't force a positive or negative review

BUYER PERSONA						
	Demographics	Professional Role	Buying Decisions	Resources and Influences	Values and Goals	Challenges
Name						
BUYER'S JOURNEY						
	AWARENESS	ENGAGEMENT	EVALUATION	PURCHASE	POST-PURCHASE	
Actions						
Questions and Thoughts						
Touch Points						
Opportunities						
Content Needed						
Notes						

Source: [Venngage](#)

# How to Use Your Customer Journey Map

Source: [LucidChart](#)








Your company's customer journey map is unique to your business. And, with so many varieties of customer journey map templates out there, it can be tough to decipher which one best suits you.

To help you get started on the right track, we designed a standard template so you can examine your customer journey and map out what your prospects are thinking, feeling, and doing throughout the buying process.

Fill out each section as though you are the prospect. In the emotions row, create a path of how your prospect might be feeling at each stage (Add positive emotions above the dotted line and negative emotions below it.)

Once you're done, share your customer journey map with your team! Feel free to adjust your stages as you see fit; as you may see in other examples, customer journey maps can include a post-purchase or delight stage. Consider including these if you want to hone in on how your service team impacts the customer. If you have multiple personas, we recommend filling out a customer journey map for each.

# Customer Journey Map

					Decision 
Emotions					
Thinking					
Actions					
Touchpoints					
Proposed Solutions					