



Template

Candidate Journey Map

Candidate Journey

The candidate journey is the process an individual goes through during their job search. It's not a reflection of a single journey by a candidate, but rather an aggregation of the many unique journeys taken by your candidates.

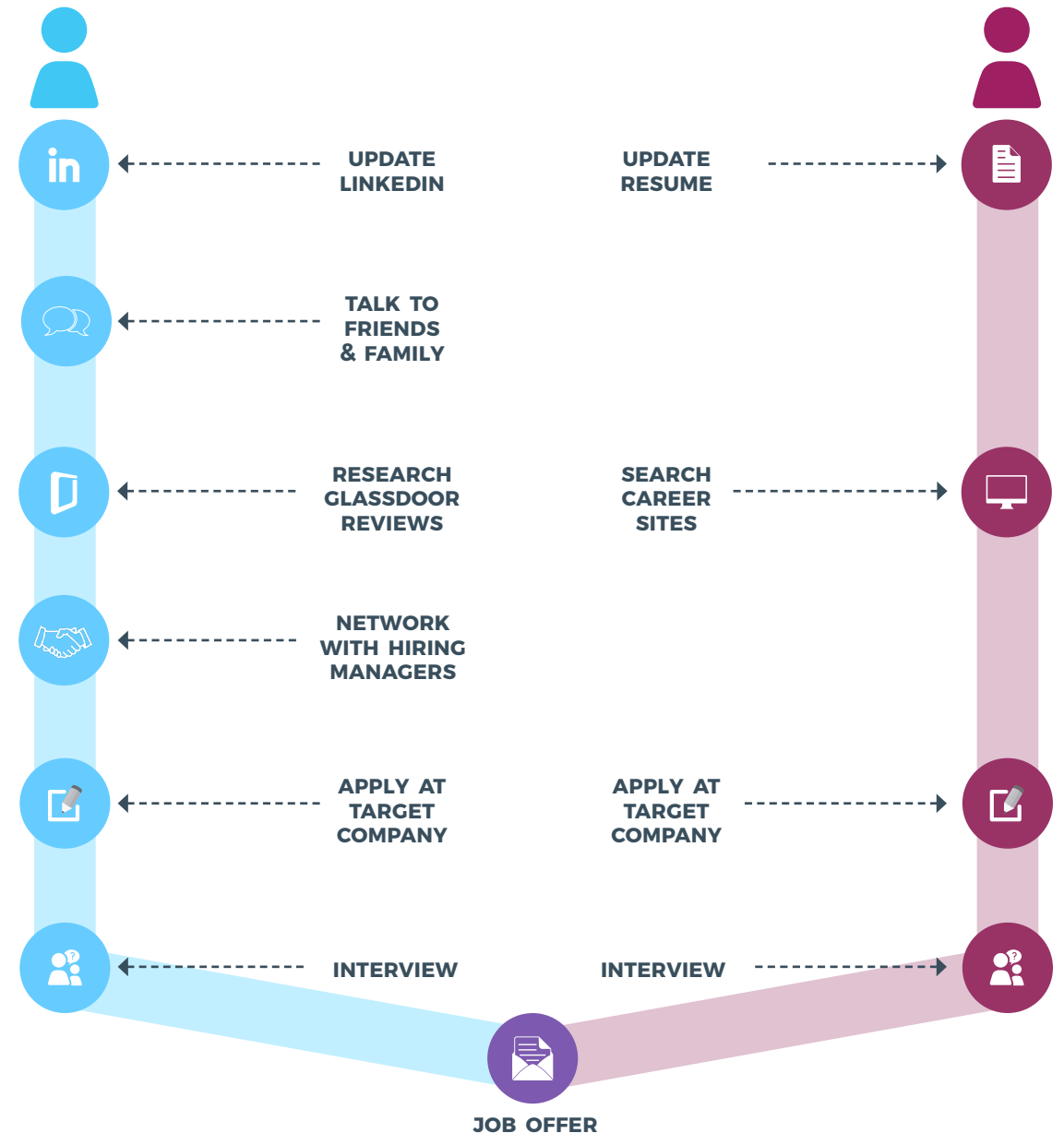
A candidate journey map allows you to see the collective thoughts, feelings, and actions of various candidates as they go about discovering new opportunities, researching companies, and deciding whether or not to apply to certain companies.

No two candidates will take the exact same journey.

Even if they take the exact same actions to discover, research, and apply for a job - their motivators will differ.

Therefore, those same two candidates will not have the exact same candidate experience. Mapping the candidate journey is an important part of building a candidate-centric experience with your company.

But how do you figure out which thoughts, feelings, and actions go into the candidate journey?



Candidate Journey

A candidate journey map defines all of the interactions a candidate may go through when applying to jobs – and even as they become an employee.

The map provides a way to visualize and effectively analyze how a candidate reacts to and engages with your EVP through the recruiting process.

It should be developed completely from the candidate's perspective and capture their needs, wants, and interests. This includes the steps they take to navigate your process, and their perceptions of your EVP and process.

This visualization allows you to consider each and every touchpoint, identify gaps, and determine how to optimize the overall candidate experience to not only attract phenomenal talent to your company – but to create unique experiences for the candidates you ultimately want to hire and onboard now and in the future.

In order to create the candidate journey map, you need to outline the stages of the candidate job search process from beginning to the time they apply.

As an example, these stages could broadly look like:

1

AWARENESS

2

APPLICATION

3

INTERVIEW SELECTION

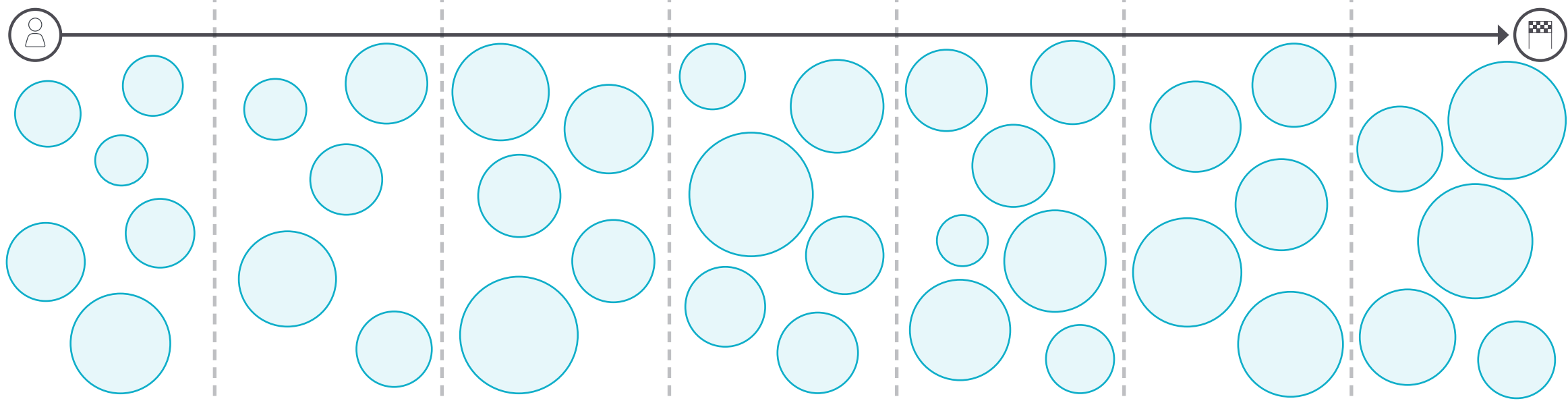
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OFFER & ON-BOARDING

Candidate Journey Example

	Exit Planning	Research & Exploration	Job Discovery	Company Navigation	Apply Process	Waiting	Interview Process
TRIGGERS	Work Pressure, Leadership Change, Better Opportunity, Waiting on Promotion	Talk to Friends & Family, Researching, News Articles, Blogs	Value Proposition, Learning, Benefits & Perks, Culture	Website Look & Feel, Ease of Search, User Experience	Ease of Applying, Number of Steps, Resume Upload, User Experience	Follow-Up on App Status, Follow Company on Social Media, Research Hiring Manager	Interviewer, Team Collaboration, Hiring Manager, Type of Work
ACTIONS							
THINKING	- Should I change jobs? - What are the easiest ways to find a job? - Is the job market good enough to make a change?	- What do friends and family think? - What's the industry and market look like? - Do I want to make a move?	- What open positions are commutable? - Any new opportunities? - Is the company website and culture attractive?	- Where is the career search section? - Are there positions related to my specialty? - What's the company culture?	- Do I meet the requirements? - Is my resume good enough to land an interview? - How do I impress them?	- Did my application get seen? - Who should I contact for an update? - Should I reapply?	- How do I get ready for the interview? - What questions should I be prepared for? - Is there anything I should study?
FEELING	- Will I find the right job? - Will it further my career path? - Is it the right decision?	- Which jobs fit my background? - Is this the time I change my career path? - Will moving make a difference?	- Will I be able to make an impact with my talent? - The employee reviews are excellent. - This job may be perfect for me.	- Wow! The company website looks great. - Will my resume reach the right person? - I would fit in at this company.	- Will my application get seen? - When should I hear from someone? - Should I reach out to the HR team?	- Am I not selected? - I have to keep applying. - I hate waiting so long.	- Will I do well at the interview? - I'm nervous. - When will I hear back?
EXPERIENCE	Updating resume Updating LinkedIn Subscribing to Job Alerts	Glassdoor Reviews Salary Research Searching for Companies	Google Job Search Career Site Navigation Searching Job Boards	Intuitive Career Site Easy Job Search Process Personalized Content	Ease of Application Process Process Expectations	Communication from Company Interview Research on Glassdoor	Scheduling Interview Reviewing Job Description Reviewing Interviewers

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TRIGGERS							
ACTIONS							
THINKING							
FEELING							
EXPERIENCE	Updating resume Updating LinkedIn Subscribing to Job Alerts	Glassdoor Reviews Salary Research Searching for Companies	Google Job Search Career Site Navigation Searching Job Boards	Intuitive Career Site Easy Job Search Process Personalized Content	Ease of Application Process Process Expectations	Communication from Company Interview Research on Glassdoor	Scheduling Interview Reviewing Job Description Reviewing Interviewers