



# 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.

## 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 these "Five Es" the left or right depending on the scenario you are documenting.

Crude Oil Prediction App	<div></div> <div>Entice</div> <div>How does someone initially become aware of this process?</div>	<div></div> <div>Enter</div> <div>What do people experience as they begin the process?</div>	<div></div> <div>Engage</div> <div>In the core moments in the process, what happens?</div>	<div></div> <div>Exit</div> <div>What do people typically experience as the process finishes?</div>	<div></div> <div>Extend</div> <div>What happens after the experience is over?</div>
<div></div> <div>Steps</div> <div>What does the person (or group) typically experience?</div>	<div><div>Spectating the price of crude oil</div><div>Customers will be able to see the crude oil prices live in the market</div></div> <div><div>Visit Website or App</div><div>Investors can see the graphs of 1 day price changes in the crude oil and its price in the view</div></div> <div><div>View Prediction</div><div>This option requires the user to sign in and it shows the prediction of our model</div></div>	<div><div>Detailed view of prediction</div><div>Customers can run over the graphs and see the volume of oil sold over the markets</div></div> <div><div>Prices of all types of crude oil</div><div>Users can view the 1 month, 1 year and 5 year charts of crude oil prices of all types of crude oil.</div></div>	<div><div>Users can modify the appearance</div><div>Users can change the theme of the app or website also the color of the graphs</div></div> <div><div>Users to User communication</div><div>Users can interact with each other in forms and chats</div></div>	<div><div>When the users exit</div><div>When the user exit button comes to the home screen. It asks the user are sure you want to exit?</div></div> <div><div>Asks for review</div><div>It Asks the user for review about the app</div></div>	<div><div>Sudden changes in market</div><div>It will alert the user at the opening and closing of the market</div></div> <div><div>User set triggers</div><div>Users can set triggers at certain price for crude oil</div></div>
<div></div> <div>Interactions</div> <div>What interactions do they have at each step along the way?<ul style="list-style-type: none"><li>People: Who do they see or talk to?</li><li>Places: Where are they?</li><li>Things: What digital touchpoints or physical objects would they use?</li></ul></div>	<div><div>They will have interaction with graph with a slider</div><div>The will se the home screen of the web app</div></div>	<div><div>Important News about markets</div><div>They can See the graph</div></div>	<div><div>The can slide over the graph</div><div>They will have public forms where they can discuss abot the market</div></div>	<div><div>They have settings to optimize and set triggers</div><div>They have settings to optimize and set triggers</div></div>	<div><div>They have settings to optimize and set triggers</div><div>They can opt for push notification</div></div>
<div></div> <div>Goals &amp; motivations</div> <div>At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")</div>	<div><div>Help me to get accurate price</div><div>Help me to make profits</div></div>	<div><div>Help me to navigate the app</div><div>Show the live price and predicted price</div></div>	<div><div>Help me to feel confident about the prices</div><div>Show me to view the volumes of trades</div></div>	<div><div>Help me leave the app</div></div>	<div><div>Notify me when the alert is triggered</div><div>Alert me when there is news</div></div>
<div></div> <div>Positive moments</div> <div>What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?</div>	<div><div>Eager to know the future price of crude oil</div></div>	<div><div>I could explore more types of crude oil</div></div>	<div><div>Excitment about the prediction</div></div>	<div><div>I had a great time with this app its predictions seem to be accurate.</div></div>	<div><div>I got the alert at the matter of seconds</div></div>
<div></div> <div>Negative moments</div> <div>What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?</div>	<div><div>This App doesn't load up</div></div>	<div><div>This slider seems to be not responding</div></div>	<div><div>Is this prediction true?</div><div>Are these people real?</div></div>	<div><div>I made losses because of this app</div></div>	<div><div>It didn't alert me on time</div></div>
<div></div> <div>Areas of opportunity</div> <div>How might we make each step better? What ideas do we have? What have others suggested?</div>	<div><div>Smooth loading of the app</div><div>Showing Artistic loading screens</div></div>	<div><div>Interactive graphs</div><div>Clear Indicator of live prices</div></div>	<div><div>Smooth transitions between forum and home screens</div><div>Prediction Error and Previous Predictions</div></div>	<div><div>Smooth closing screens</div><div>Always comes to home screen before closing</div></div>	<div><div>Push notifications</div><div>Email alerts</div></div>