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SCENARIO

Predicting the crude oil price

TIP



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



Awareness

How does someone initially become aware of this process?



Experience

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?



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?



Goals & motivations

At each step, what is a person’s primary goal or motivation? (“Help me…” or “Help me avoid…”)



Positive moments

What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?



Negative moments

What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?



Areas of opportunity

How might we make each step better? What ideas do we have? What have others suggested?

Prediction of crude oil price

verification of historical data

The customer predict the crude oil price to select the correct time for trade

Customers can analyse the fluctuations in prices

Future prices

Price History

Customers can identify when to buy and sell the crude oil

Crude oil price prediction helps in gaining profit

Stress due to price variations

Customers can be given with the price details of crude oil

login

Existing customer can give their credentials to login to the application

Login Section

Sign Up

New users can register into the application by providing the credentials

Sign Up Section

To login into the app

Can access all the features of the web application

To enter the details, more time is consumed

Sign up with google

Visualisation

The predicted price can be visualised in the application created

Price Visualization

To know the price

Able to find the correct time to buy the crude oil

Retrieval of entirely predicted price may be difficult to arriva at conclusion

Improving the accuracy of the crude oil price prediction

Log Out

The user is logged out of the application

Logout option

Customer satisfaction

To improve the applivation, feedback can be given

Ratings not given by the customer

Ratings

Alert

Alert can be sent whenever there is an increse/decrease in the price

Mail and sms can be sent

Reduce the application loading time

Improve the convenience of the customers

Response time of the application can be increased

Users can be alerted