Customer journey map - Observations from 10 customers

Customer					
	Entice	Enter	Engage	Exit	Extend
experience in each phase	How does someone initially become aware of this process?	What do people experience as they begin the process?	In the core moments in the process, what happens?	What do people typically experience as the process finishes?	What happens after the experience is over?
eps:	Quick description	Getting details from	Chatbot Connecting with	Submitting review	Personalized
hat does the person (or group) pically experience?	Visit website or app Quick description about investment The customer visits to the Gets idea about	Getting details from user The details lets us to			Personalized summary With the collected data the user gets
	The customer visits to the webapp to gets to know the predicted price of crude oil of someday Gets idea about investing if customer is beginner	give some extra facilities to customers	Solving their queries through chatbot Letting the customers to get connected with the experts for more clarity.	The customer gives a star rating out of 5 and written feebback if they want to give.	With the collected data the user gets personalized summary every month.
teractions:	The dashboard section of the webapp webapp	The chatbot area of the webapp	The chatbot area of the webapp The experts connect section of the webapp	"Leave a review" modal within the profile on the website.	Customer's email (software like Outlook or website like Gmail)
hat interactions do they have at each ep along the way?				To some degree this is communicating indirectly with other customers.	
Goals and motivations: At each step, what is person's primary goal or motivation? 'Help me" or "Help me avoid")	Help me to get the predicted price of required date Help me to know about investment and tips for it.	Help me to avoid more time consumption on this area.	Help me to get clear of my cloubts. Help me to get more clarity by connecting to experts.	Help me spread a word about the user experience. Help me to leave the page with good feeling.	Help me see what I have did.
esitive moments: nat steps does a typical person find joyable, productive, fun, motivating, elightful, or exciting?	The feedback of past customers giving more confidence.	The process is simple and easy.	Got clarity of what to do next.	Good to see that most of the customers gave positive feedback.	Good to see that I have learnt more about this and now became an expert in taking decision.
gative moments: nat steps does a typical person find strating, confusing, angering, costly, time consuming?	Customer express bit of confusion in this area The page could be over loaded with information.	Could be time consuming.			
eas of opportunity: ow might we make each step better? hat ideas do we have? What have hers suggested?	Can we automatically update predicted price to them through WhatsApp instead of customers visitng everytime. Provide simple summary to avoid information overloading.		Providing a way to get connected with same expert for better understanding.	Make a way for customers to share their reviews with their close circle.	