

Crude Oil Price Prediction

Customer journey map - Observations from 10 customers

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