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.

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	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?	This work in progress is expected to trigger and show some interesting information and trend for this crude oil price and together will result to a better prospect for crude oil price prediction in the future.	ANN has gained much attention for its computational intelligence approach and its capability to make prediction.	The model input variables used are all possible events that affecting the crude oil market. These events are extracted via internet and internal fle system using the rough-set refned text mining approach.	The inputs for this training are presented in Table II. Result from this learning module will be the input for predicting module in the next section.	This performance metric is a good indicator and useful for practitioners to hedge their trading risk on crude oil market. The empirical result based on this simulation is discussed in the next section.
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?	Oil prices have tumbled over the last two months, with brent and WTI crude down more than 20% since june.	The three Rs help explain why: recession fears ,resilient Russian production, and retreating demand.	Analysts are divded about whats next with some predicting a rebound and others expecting the falls to continue.	Due to strong chain effects owned by this crude oil market, any changes in the factors involved will have exclusive impact to the price.	Among te research model ued are singles intellingence(AI) model statistical and econometric model single artifcial.
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")	To ensure effective administration of the subsidy schemes notifed by the government.	To prepare periodic reports on various aspects of oil and gas sector.	To reduce our nations dependance on foreign oil by otherwise lost hydrocarbon.	Its technology and infrastructure are already in place.	In this study, machine learning and computational intelligence approach through HC and ANN-Q model is applied to predict the monthly WTI crude oil price for every barrel in USD.
Positive moments What steps does a typial person find enjoyable, productive, fun, motivating, delightful, or exciting?	oil exploration takes times.	It can produce a large amount of energy.	Easy to transport through pipeline.	Storage of oil is easy.	Quite efficient energy source.
Negative moments What steps does a typial person find frustrating, confusing, angering, costly, or time-consuming?	Wall street is undecided about whether prices are set to keep falling or to rebound.	Depend on other nation.	oil energy produces toxic gases.	Target for terrorists.	oil is nonrenewable.
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	Crude oil price market prediction is known for its obscurity and complexity.	Some analysts say the strength of the dollar has also weighed on globel demand cooling prices.	Thats meant there is been more oil to go round than anticipated.	However the expexted drop in russian production is yet to meterialized.	A less remarked upon factor is that russian production has stayed stronger than analyts expected.