







PROJECT DESIGN PHASE -2

CUSTOMER JOURNEY

DATE	15 October 2022
TEAM ID	PNT2022TMID38707
PROJECT NAME	Crude Oil Price Prediction
MAXIMUM MARKS	4 Marks

Crude Oil Price Prediction

 Discover Browsing, looking, attending, and sitting a local city tour	 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?	Create the Plan What the Plan What the Plan What the Plan	Enter the Plan Enter the Plan Enter the Plan Enter the Plan	Engage the Plan Engage the Plan Engage the Plan Engage the Plan	Exit the Plan Exit the Plan Exit the Plan Exit the Plan	Extend the Plan Extend the Plan Extend the Plan Extend the Plan
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?	Interactions Interactions Interactions Interactions	Interactions Interactions Interactions Interactions	Interactions Interactions Interactions Interactions	Interactions Interactions Interactions Interactions	Interactions Interactions Interactions Interactions
Goals & motivations At each step, what is a person's primary goal or motivation? ("help me..." or "help me avoid...")	Goals & motivations Goals & motivations Goals & motivations Goals & motivations	Goals & motivations Goals & motivations Goals & motivations Goals & motivations	Goals & motivations Goals & motivations Goals & motivations Goals & motivations	Goals & motivations Goals & motivations Goals & motivations Goals & motivations	Goals & motivations Goals & motivations Goals & motivations Goals & motivations
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	Positive moments Positive moments Positive moments Positive moments	Positive moments Positive moments Positive moments Positive moments	Positive moments Positive moments Positive moments Positive moments	Positive moments Positive moments Positive moments Positive moments	Positive moments Positive moments Positive moments Positive moments
Negative moments What steps does a typical person find frustrating, confusing, engaging, costly, or time-consuming?	Negative moments Negative moments Negative moments Negative moments	Negative moments Negative moments Negative moments Negative moments	Negative moments Negative moments Negative moments Negative moments	Negative moments Negative moments Negative moments Negative moments	Negative moments Negative moments Negative moments Negative moments
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	Areas of opportunity Areas of opportunity Areas of opportunity Areas of opportunity	Areas of opportunity Areas of opportunity Areas of opportunity Areas of opportunity	Areas of opportunity Areas of opportunity Areas of opportunity Areas of opportunity	Areas of opportunity Areas of opportunity Areas of opportunity Areas of opportunity	Areas of opportunity Areas of opportunity Areas of opportunity Areas of opportunity