Customer journey map - Observations from 10 customers

Customer	Entice	Enter	Engage	Exit	Extend
experience	How does someone	What do people	In the core moments	What do people	What happens after the
in each phase	initially become aware of this process?	experience as they begin the process?	in the process, what happens?	typically experience as the process finishes?	experience is over?
Steps:	Quick description	Getting details from	Chatbot Connecting with experts	Submitting review	Personalized summary
What does the person (or group)	Visit website or app about investment	user	experts		Summary
typically ovporionco?	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	The details lets us to give some extra facilities to customers	Solving their queries to get connected with through chatbot 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.
Interactions:	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)
What interactions do thou have at each				website.	like Gmail)
What interactions do they have at each step along the way?				To some degree this is communicating indirectly with other customers.	
Goals and motivations: At each step, what is person's primary	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 doubts. Help me to get more clarity by connecting to experts.	Help me spread a word about the user experience.	Help me see what I have did.
goal or motivation? ("Help me" or "Help me avoid")				Help me to leave the page with good feeling.	
Positive moments:	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	Good to see that I have learnt more about this
What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	confidence.			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.
Negative moments:	Customer express bit of confusion in this over loaded with area information.	Could be time			
What steps does a typical person find frustrating, confusing, angering, costly, or time consuming?	area information.	Could be time consuming.			
Areas of opportunity:	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.		
How might we make each step better? What ideas do we have? What have others suggested?	visitng everytime. OVerloading.		understanding.	Make a way for customers to share their reviews with their close circle.	