Journey Steps

Which step of the experience are you describing?

	Onboarding Flow	Create Subscription Flow	Create Web Service Flow	Create Subscription Widget	Create Web Service Widget	Dashboard	Marketplace	Checkout from Subscription Flow	Checkout from Web Service Flow
User Actions What does the user do? What information are they looking for? What is their context?	All users connect their Metamask wallets or create one if they don't have one already All users are looking for initial information on how Nevermined Subscriptions works and how it benefits them On the home page all users are looking to see how much Subscriptions cost and what plans are being sold for On the home page Traders are looking for other users creating and selling Subscriptions and Web Services On the home page Sione is looking for Historical DeFi data and wants to know the price and times of these data subscriptions Jonny is looking for other users selling and controlling Subscriptions to know and which users are the most successful doing so Muddy is looking for examples of Q&A trained health care data Muddy is looking for examples of chatbot trained health care users are successfully selling All users create a Nevermined account or decide to skip giving their name & email	Traders and Publishers create a new subscription Traders and Publishers are looking for information and guidance on average pricing for their subscriptions Traders and Publishers are looking for information and guidance on writing Titles and Descriptions Traders and Publishers are looking for information and guidance on setting Usage Parameters especially for custom	Traders and Publishers create a new web service Traders and Publishers are looking for information and guidance from Titles and Descriptions Traders and Publishers are looking for guidance on and on creating Tags Traders and Publishers are looking for guidance on choosing the right cover image and content for their TEC's dev	Traders and Publishers create a widget to sell subscriptions from a website	Traders and Publishers create a widget to sell web service subscriptions from a website	All users monitor their subscriptions and web services from their Dashboard	Consumers and Traders can make informed choices Publishers can evaluate the Marketplace to refine their sales strategy	Traders and Consumers can choose a Web Service Subscription Traders and Publishers show consumers information that they have sold a subscription	Traders and Consumers can choose a Web Service choosing a subscription plan that suits them best
User Needs What does the customer want to achieve?	All users want to avoid complicated processes that induce a standard for subscriptions All users want to avoid losing their privacy PII(Name and Email All customers want to see examples of successful and successful end results of being a consumer/ Publishers/trader	Traders and Publishers want to avoid losing under pricing their subscriptions Traders and Publishers want to avoid losing the wrong duration for their subscriptions Traders and Publishers want to avoid losing a popular product and showcasing valuable data at the right price	Traders and Publishers want to avoid losing a popular product and showcasing valuable data at the right price	Traders and Publishers want to avoid looking badly designed or like a scam Traders and Publishers want to avoid looking badly designed or like a scam	Traders and Publishers want to avoid looking badly designed or like a scam Traders and Publishers want to avoid a beautifully designed widget that seamlessly matches the styling of the website	Traders and Publishers want to see a passive income that they can see is working successfully Traders and Publishers want to see their dashboard and feel they're wasting their time Traders Consumers want to see that they are getting good value for money from their purchases And if they invest time into the platform they can start generating revenue/more revenue	Traders and Publishers want to see a portfolio of assets that suits the market and is performing successfully Traders and Publishers want to see that they don't understand the market and how to value their portfolio assets Traders and Consumers want to see that they are getting good value for money from their purchases	Traders and Publishers want to avoid a complicated checkout process Traders and Consumers want to avoid providing a smooth and trusted checkout process via the platform Traders and Consumers want to avoid providing a clunky and laggy checkout process that feels unsafe	Traders and Publishers want to avoid providing a smooth and trusted checkout process Traders and Consumers want to avoid providing a clunky and laggy checkout process that feels unsafe Traders and Consumers want to avoid providing a clunky and laggy checkout process that feels unsafe
User Pains What does the customer want to avoid?									
User Touchpoints What part of the product do they interact with?	All users interact with the **Home Page** All users interact with the **embedded Metamask widget**	Traders and Publishers interact with **Create Asset** Traders and Publishers interact with **Description** Traders and Publishers interact with **Details** Traders and Publishers interact with **Creation 1-3** Traders and Publishers interact with **Creation 4/Link Prompt**	Traders and Publishers interact with **Create/ Description** Traders and Publishers interact with **Create/ Hosting** Traders and Publishers interact with **Create/ Subs.links 1-2** Traders and Publishers interact with **Create/ Creation 1-3** Traders and Publishers interact with **Create/ Prompt** Traders and Publishers interact with **Create/ Dataset 1-2**	Traders and Publishers interact with **Subs/Widget**	Traders and Publishers interact with **Subs/Widget**	All users interact with the **Dashboard**	All users interact with the **Marketplace**	Traders and Consumers interact with **Publisher Website** Traders and Consumers interact with **Checkout/ Wallet** Traders and Consumers interact with **Checkout/ MM 1-2** Traders and Consumers interact with **Checkout/ Review** Traders and Consumers interact with **Creation 1-3**	Traders and Consumers interact with **Publisher Website** Traders and Consumers interact with **Web service/ Details** Traders and Consumers interact with **Checkout/ Wallet** Traders and Consumers interact with **Checkout/MM 1-2** Traders and Consumers interact with **Checkout/ Review** Traders and Consumers interact with **Creation 1-3**
User Feeling 😐😐 What is the customer feeling?	All users should feel neutral when they first see the home screen All users should feel neutral when they decide to become a Nevermined user	Traders and Publishers should feel confident knowing what to name, how to price their data and set the duration of their subscriptions Traders and Publishers might not know the right plans to create without knowing what other services yet created	Traders and Publishers should feel confident knowing what to name, how to price their data and what subscription to link to their web service Traders and Publishers might be confused as how to name and describe their Web Services (AI Copywriting could help)	Traders and Consumers should feel confident knowing what to name, how to price their data and what subscription to link to their web services	Traders and Consumers should feel confident knowing what to name, how to price their data and what subscription to link to their web services	All users should feel at home on their dashboard as a homebuyer, it should feel familiar to suit all their needs Traders and Publishers should feel good being able to quickly see the sales and performance of their assets Consumers should feel curious to learn how to become a trader so they can start generating revenue, adding to the platform	Traders and Publishers should feel curious to evaluate the marketplace to improve their portfolio Traders and Publishers may feel frustrated if they realise they're prices are higher than the Marketplace but can't edit their assets	Traders and Publishers should feel trusting of the checkout process Traders and Consumers may change their minds at any time	Traders and Publishers should feel trusting of the checkout process Traders and Publishers may feel discussing of the platform if they can't complete the smooth checkout flow anytime Traders and Consumers may change their minds at any time	Traders and Publishers should feel trusting of the checkout process Traders and Publishers may change their minds at any time Traders and Publishers should feel trusting of the checkout process Traders and Consumers may change their minds at any time
Opportunities What could we improve? **(Short Term)**	**Homepage:** All users could be shown successful featured subscriptions as examples of what user info and links to the user's profiles **Homepage:** Remove the here Button CTA and here Button CTA Connect Wallet CTA **Homepage:** About and info could be sections on the homepage rather than a separate page users to the Connect Wallet CTA and continue the flow **Homepage:** Add links to existing how no download Metamask browser extension tutorial **Welcome:** Adding some copy detailing how all user info is kept private **Homepage:** Change copy to cater to consumers as much as Publishers **Homepage:** Add Marketplace element to browse the marketplace **Homepage:** Include same cards from the marketplace to replace the 5 images **Homepage:** Add featured/trending/ most popular subscriptions **Homepage:** Add categories for DeFi, Health, AI and any other popular categories	**Create Asset:** In the copy include the benefits of creating a new subscription **Create Asset:** Show a successful subscription card as a demo **Create Asset:** Option to import subscriptions into the Marketplace for contextual reference and inspiration **Description:** Prompting users with existing popular tags **Description:** Prompting users to add a description as ghost text placeholder **Description:** Add a title with ghost text **Detail:** Add time to free, is it a free trial? **Detail:** Add copy guidance for average pricing **Review:** Make card preview clearer doesn't have to go back a step **Create Asset:** If you can assign a subscription to a subscription is this a bundle? Maybe plan would be better? **Description:** Prompting the description with questions to answer	**Description:** Examples of Title and Description as ghost text placeholder to guide the user on word count **Description:** Suggested tags could be shown which can be added by clicking on These could be Health data,DeFi, Rare Data, Health Care **Hosting:** Is any guidance needed on Copy giving Access and Auth Token, there could be an info button that pops an info modal **Hosting:** Copy giving guidance on Cover image aspect ratios **Hosting:** Cover image could be at the top of the page **Subs. Links:** Checkboxes could be replaced with toggle buttons if you can add multiple subscriptions **Description:** If the user doesn't know how to describe their service they could be advised to get an AI service to write it for them like **www.copy.ai** **Subs. Links:** Card could have the cover image and the name and could show the TEC's file added **Subs-Widget:** 'Linked to' list item could be clickable to review all connected content	**Widget:** Show cover image by default as it looks better or the ability to switch on/off like Listed and NM Logs **Dashboard:** All users touchpoint after Onboarding with prompts to create first subscription, make first purchase, and create first web service **Dashboard:** Balance could be a sticky element on dashboard **Dashboard** View button to toggle to a cards view like Marketplace **Dashboard** All users need to know how to access the marketplace from their dashboard	**Marketplace:** Cards could show the price so consumers can quickly can quickly see what's in their budget **Dashboard:** Balance could be a sticky element on Marketplace for budget reference **Marketplace:** Filters could be in a sticky collapsable side bar that scrolls with the user **Marketplace:** Search component could be sticky so that it scrolls with the user when the scroll down the page	**Checkout/Wallet:** Name and Email information could here from the consumer reusing the same Welcome Page component **Checkout/Review:** Add a way to exit checkout if the user changes their mind	**Web service/ Details:** Add Learn more button to the plan cards to the Subs Details page **Checkout/Wallet:** Name and Email information could here from the consumer reusing the same Welcome Page component
Opportunities What could we introduce? **(Long Term)**	**Homepage:** Content should be equally balanced between buyers and sellers, unless Nevermined needs to target sellers first? **Homepage:** All users could see testimonials from existing successful users that match their user group. **Welcome:** All users could be offered incentives to give name and email to Nevermined **Welcome:** Etta could be offered a free Ebook PDF on how to become a successful 'trader' (seller & buyer) of Nevermined Subscriptions and could choose to receive emails guiding her to become a successful subscriptions trader **Welcome:** Steve could be incentivised to give name and email with articles, relevant emails, webinars or guides on DeFi data **Homepage:** New Traders and Consumers could be sent to a page from this homepage after connecting their MM all in one flow **Welcome:** All users could be offered incentives to give name and email to Nevermined **Homepage:** An animated introduction video could tell stories of successful users	**Create Asset:** A Wizard that helps creators create a reusable template by showing an inline list of icons and titles, illustrating the benefits of creating a new subscription **Create Asset:** Each plan could have an icon/illustration and colour to quickly identify the subscription which could be used throughout the platform **Description:** Adding a video here to quickly tell the user how to create a successful subscription would be ideal here **Description:** Seeing your widget visualised above as your building it will give context for image aspect ratio and title/description length **Detail:** Adding a cover image could help to sell the subscription **Detail:** Adding a document that can be uploaded to buying might help to sell the subscription **Flow:** Saving a draft subscription you could finish later would be cool **Creation:** An image to illustrate each success item would be a nice to have **Link Prompt:** An image to illustrate linking the subscription to the web service would be a nice to have	**Description:** An option to save a draft Web service to finish later. A complete later would be cool, so you can exit the flow **Hosting:** A T&C's template the user could download would be a nice to have **Hosting:** In product tutorial on how get best aspect ratio for cover image **Subs. Links:** Cover images may make it easier to determine which subs are for multiple web services **Description:** AI plugin to create the description and title for the user	**Widget:** Ability to choose which Tags will appear on your widget. Some searchable tags may be tactical and sensitive **Widget:** Ability to show a cover image as part of the widget. Card **Widget:** Ability to add custom logo **Widget:** Ability to show a cover image as part of the widget. Card **Widget:** Library of custom designed widget themes to choose from with custom cover imgs **Widget:** Ability to add custom logo **Widget:** Show all templates side by side for comparison and ability to create a custom template that could be applies across all your widgets **Widget:** Designed to minimise to sticky component whilst user is scrolling/ browsing website **Widget:** Styling could be pulled from the website's style sheet	**Widget:** Add cover video or carousel instead of image to sell content **Widget:** Ability to use Google Fonts to style your widget **Widget:** Choose to style a widget or landing page **Widget:** Styling could be pulled from the website's style sheet	**Dashboard:** Add a tooltip to guide new users around the dashboard and to introduce new features **Dashboard:** Individual cards could display revenue generated **Dashboard:** Add % progress bar for new users creating a subscription which guides them through their first subscription, web service and first widget or purchase **Dashboard:** List your consumers on your connections page so you can advertise too **Dashboard:** Users could pay extra to advertise their subscription on marketplace **Dashboard:** Traders and Publishers should receive a notification when they make a sale **Dashboard:** Traders and Publishers should receive a notification when they make a sale **Dashboard:** Stats and/or graphs showing increase of income over time **Dashboard:** Leaderboard of best performing content subscriptions	**Marketplace:** Additional elements to add to cards. Feels too busy for subscriptions. Show a row or two of tags in the footer of the card. **Marketplace:** Category tabs could be used to quickly filter cards using categories, based on user groups like Medical, DeFi, and AI. **Marketplace:** Trending or Featured cards could be shown above others **Marketplace:** View options to toggle a list or card view so a user can see a lot more options in list view with less scrolling **Marketplace:** Cards could be a mixture of larger and mini cards to save real estate. Cards order cards hierarchically **Marketplace:** Ability to buy/sell subscription bundles of related content **Marketplace:** Cards display how many subscriptions have been sold	**Publisher Website:** Widget could be a whole landing page rather than a widget **Checkout/Review:** Ability to keep shopping from a Publisher's profile and then add multiple items to your basket	**Web service/Details:** Ability to leave reviews or a star rating from happy consumers