

OIC Customer Journey Maps

September 2019
Jack Yager

OIC Retail Investor Persona

Experience Goal

Safe, non-judgmental, and encouraging

Persona Goal

Be comfortable and confident enough to start trading options

Jobs

Verify level of understanding
Fact-finding, education
Is it right for me?

Pains

Financial risk
High barrier to entry
Encyclopedic data

Gains

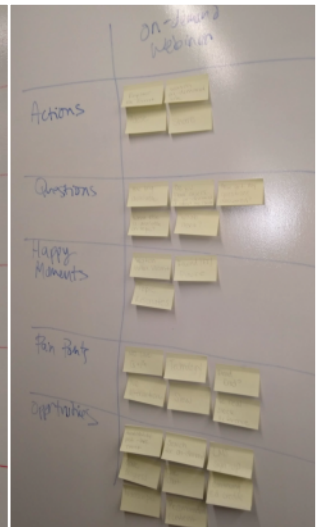
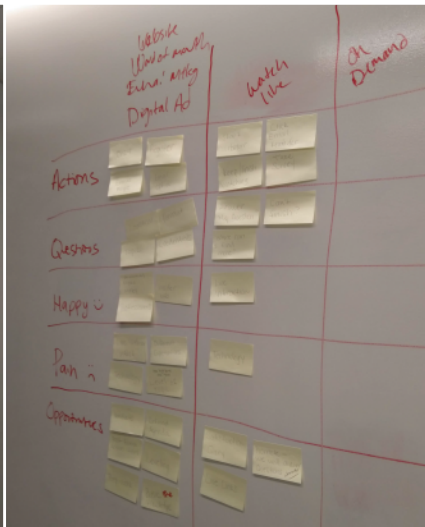
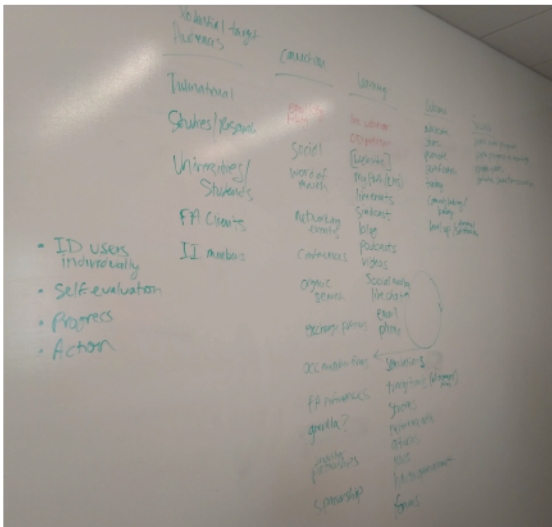
Risk-free simulation
Certification or other evidence of skill
Knowledge evaluation

OIC Retail Investor Customer Journey

Stages	Awareness/Interest	Researching	Learning	Considering	Trading	Advocating
Touchpoints	Conferences Digital Marketing Email Marketing Exchange Partners FA References Guerilla Marketing Industry Partnerships Member Firms Networking Events Organic Search Social Sponsorship Word of Mouth	Blog On-Demand Webinar MyPath/LMS Podcast Video Social Media Studies Reference Materials Article News	Forum Live Event Live Webinar MyPath/LMS On-Demand Webinar Simulcast Event Video	Article Email How-to Guide Live Chat Phone Simulator Studies	Article Email Forum Live Chat Live Event Live Webinar News On-Demand Webinar Phone Reference Materials Simulator Simulcast Event Trading Tools	Blog Social Media Forum
Doing	Looking to take more control of their financial future.	Trying to figure out what options are all about and if they are right for them	Establishing knowledge base and getting a handle on basic concepts	Understanding the mechanics of the trading process and relevant actions and repercussions	Actively participating in the markets and managing at least a portion of personal wealth	Sharing success or horror stories with friends and colleagues and talking about all they learned
Thinking	What can the OIC do for me?	What are options all about?	What do I need to know?	Hey, I might actually be able to do this!	Am I doing this right? Is this the best I can do?	How can I get more advanced information?
Feeling	Excitement	Apprehension	Reflecting	Anticipation	Satisfaction	Joy
Confidence	Low					High
Opportunities	Post-event action item Handouts/takeaways	Recommended content Leveling Transcripts LMS sign up Offline content Device independent access	Basic knowledge prerequisite Prep/home work Continuing education credits Leveling Save progress On-demand, self-paced learning	Satisfaction Query Account setup guide Promote we will answer questions at any time Simulations using real historical data	Case studies Success stories	Forum Knowledge sharing Social connection

OIC Retail Investor Workshop Notes

	Advertising	Live Webinar	On-Demand Webinar
Actions	Email opt-in on24 Events page Register	Click email reminder Take survey Keep/Finish Watching Start webinar	Register for an event Pause Watch on demand link Share
Questions	What are the credentials of your presenters? What is the format of the presentation? What are the logistics of the webinar? More details about the topic?	Where can I find more information? Will you answer my question? What if I can't finish?	What's next? What else is available on this topic? How can I get questions answered? Can I access on-demand if I don't attend live? How long is the on-demand version available?
Happy Moments	Potential to make money Inside info Network with professionals	Live interaction	Topic resonates Rewind/FF/Pause Watch at your leisure
Pain Points	Technology issues Too high/too low level of topic Different expectations Live webinar time conflict	Technology issues	No real stock references Slow No interaction Dead end Technology No live Q/A
Opportunities	Basic knowledge prerequisite Prep/home work Leveling Post-event action item Defined agenda Handouts/takeaways	Satisfaction Query Promote we will answer questions at any time - even after the webinar Live links to relevant site content	Recommended content Continuing education credits Live chat while watching Content transcripts Save progress LMS sign up Search for on-demand content Availability post live event



OIC Financial Advisor Persona

Experience Goal

Exclusive and professional, like a country club

Persona Goal

Feel confident creating and presenting options plans to their clients

Jobs

Examine the competitive advantage of options vs. other types of investments

Find out what's changed, if anything

Pains

Time to research

Outside comfort zone

Gains

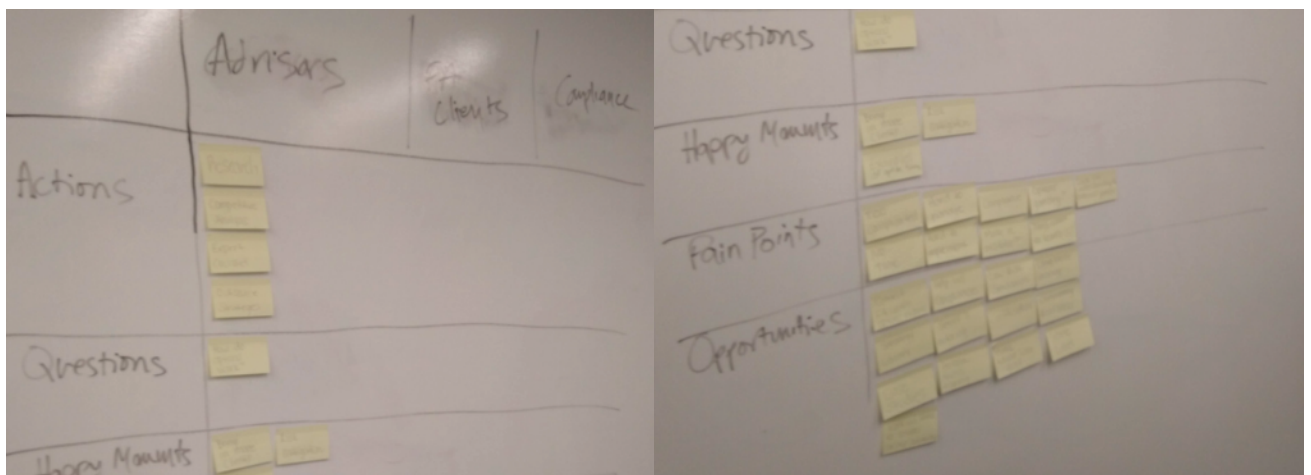
Help to incorporate options into existing client plans

OIC Financial Advisor Customer Journey

Stages	Awareness/Interest	➤ Researching	➤ Learning	➤ Implementing	➤ Advocating	➤ Evaluating
Touchpoints	Conferences Digital Marketing Email Marketing Guerilla Marketing Industry Partnerships Networking Events Organic Search Social Sponsorship Word of Mouth	Blog On-Demand Webinar Podcast Video Studies Reference Materials Article News	Forum Live Event Live Webinar MyPath/LMS On-Demand Webinar Simulcast Event Video	Article Email How-to Guide Live Chat Phone Simulator Studies Trading Tools	Email Forum Live Chat Live Event Live Webinar News Phone Reference Materials Social Media	Blog Forum
Doing	Seeking ways to better serve their clients	Trying to figure out what options are all about and if they will be an effective tool for their clients	Establishing knowledge base and getting a handle on basic concepts	Understanding mechanics, compliance, communicating, and coordinating	Actively integrating options into their clients' portfolios	Analyzing returns, measuring risk, adjusting tolerances
Thinking	Are options worth exploring?	What do I need to know about options?	How do I present this to my clients?	What are the hurdles I should be aware of?	My clients will really benefit from this.	How can I add more value?
Feeling	Apprehension	Reflecting	Anticipation	Satisfaction	Joy	Reflecting
Comfort	Low					High
Opportunities		Connect FA with options experts Persona driven training Work with firms to shape message/relationship	Low/No risk simulation Series 7 tutoring Compliance training Case studies Certification	Help with compliance Strategy library Make advisor look good Eliminating road blocks White label content Success stories	Knowledge sharing Social connection	Analytics tools/training

OIC Financial Advisor Workshop Notes

Actions	Research Competitive Analysis Expert Counsel Outsource Strategies
Questions	How do options work? Isn't trading options like gambling?
Happy Moments	Example of options transaction Risk mitigation Bring in more clients
Pain Points	Don't want to learn What if I make a mistake? Hard to implement options in plans No time Lack of understanding by clients/associates Compliance Hard to manage Too complicated
Opportunities	Help with compliance Connect FA with options experts Low/No risk simulation Compliance training Strategy library Series 7 tutoring Certification Eliminating road blocks White label content Make advisor look good Persona driven training Case studies Work with firms to shape message/relationship



OIC Professional Portfolio Manager Persona

Experience Goal

We are in this together

Persona Goal

Have a partner to shepherd them through the process of incorporating options into their programs

Jobs

Risk mitigation
Increase knowledge and expertise

Pains

Organizational approval
Justifying decisions

Gains

Help navigating political or administrative processes and challenges

OIC Professional Portfolio Manager Customer Journey

Stages	Awareness/Interest	➤ Researching	➤ Learning	➤ Advocating	➤ Implementing	➤ Evaluating
Touchpoints	Conferences Digital Marketing Email Marketing Industry Partnerships Networking Events Word of Mouth	Blog On-Demand Webinar Podcast Video Studies Reference Materials Article News	Forum Live Event Live Webinar MyPath/LMS On-Demand Webinar Simulcast Event Video	Article Email How-to Guide Live Chat Phone Simulator Studies Trading Tools	Email Forum Live Chat Live Event Live Webinar News Phone Reference Materials	Blog Social Media Forum
Doing	Seeking ways to minimize risk and increase returns	Understanding how options compare to other products	Establishing knowledge base and getting a handle on basic concepts	Figuring out mechanics, compliance, and organizational policy and roadblocks	Actively integrating options into organization portfolio	Analyzing returns, measuring risk, adjusting tolerances
Thinking	Are options worth exploring?	What are my peers doing in this space?	What do I need to know to help make the case for options?	How can I talk about the benefits with decision makers?	I hope this approach pays off	How can I add more value?
Feeling	Apprehension	Reflecting	Anticipation	Joy	Anxiety	Satisfaction
Comfort	Low					High
Opportunities	Thought-provoking stories and ideas Talk about benefits aside from returns	Aggregation of industry data and reference Non-biased information Environmental insight - What's going on in the options scene?	Institutional case studies	Presentation materials for educating institutional decision maker audience Endorsement/advocacy/success story from working with OIC		Analytics tools/training

OIC Professional Portfolio Manager Workshop Notes

Actions	<ul style="list-style-type: none"> Risk management Compare options to other products Evaluate use/not use options Downside protection Share industry insight Research
Questions	<ul style="list-style-type: none"> What are my peers doing? What are the most current rules or regulations? What are the legal implications of implementing options?
Happy Moments	Income generation or enhancement
Pain Points	<ul style="list-style-type: none"> Career fear Lackluster returns Education Barrier to entry Influence
Opportunities	<ul style="list-style-type: none"> Thought-provoking stories and ideas Institutional case studies Aggregation of industry data and reference Talk about benefits aside from returns Non-biased information Presentation materials for educating institutional decision maker audience Endorsement/advocacy/success story from working with OIC Environmental insight - What's going on in the options scene?
Additional Notes	<ul style="list-style-type: none"> Professional Portfolio Manager is the typical institutional target Members of boards Long play Honesty Trust Key selling points

