**Project Design Phase-II**

Customer Journey map

|  |  |
| --- | --- |
| Date: | 17 June 2025 |
| Team ID: | LTVIP2025TMID48532 |
| Project Name: | Measuring the Pulse of Prosperity: An Index of Economic Freedom Analysis |
| Maximum Marks: | 4 Marks |

**Customer Journey Overview**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Step | Goal/Motivat ion | Interactio n | Touchpoi  nts | Positive Moments | Negative Moments | Opportunit  ies |
| Awarenes  s | Help me discover the app | Social media, Ads, Word of mouth | Website,  App  Store,  Blog | Attractive app  listing | Low  visibility | Boost  digital  marketing |
| Registrati on | Help me join easily | Sign-up form, Email confirmati on | Email,  App, Social login | Quick registrati on | Complicate d forms | Add social/Gm  ail login |
| Login | Help me access securely | Login form | App,  Website | Easy access | Forgotten password | Add biometric login |
| Explore Index | Help me learn about countries | Data visualizati on, Search bar | Interactiv e charts, Country search | Clear comparis ons | Overwhelm  ing data | Simplify filters |
| Compare | Help me decide between countries | Side-byside  compariso  n | Charts, Rankings | Insightful data | Informatio n overload | Highlight key differences |
| Bookmar  k & Save | Help me  revisit later | Save button | App, Profile | Easy to access saved items | Hard to find saved  list | Add quick links in  dashboard |
| Review & Share | Help me share findings | Social sharing, Export | Email,  Social  Media | Communi  ty sharing | Poor integration | Add oneclick sharing |

Customer Journey Flow Chart (Textual Representation) [Awareness] --> [Registration] --> [Login] --> [Explore Index] --> [Compare] --> [Bookmark & Save] --> [Review & Share]