Customer journey map

Steps	What does the person typically experience?	Interactions	Things (Touchpoints/ Tools)	Places	People	Positive Moments	Negative Moments	Areas of Opportunity	Goals & Motivations
Discover the dashboard	Learns about the dashboard via class, report, or website	Clicks on link or embedded Tableau preview	Tableau Public, project link, college LMS	Home, class	Instructor, peers	Excited to see colorful visuals	Unsure what the dashboard does	Add a short intro section or demo video	Help me understand what this is for
Load and browse	Sees visuals, categories, and charts for first time	Scrolls, hovers, filters charts	Filters, tooltips, overview stats	Laptop/desktop	None	Visually appealing, quick patterns visible	Doesn't know where to start or what filter to use	Use tooltips, pre-set filters like "Top 10 Regions"	Help me get to insights fast
Use filters	Selects specific regions, years, or categories	Dropdown clicks, map clicks	Dropdown menus, color filters, range sliders	Study desk	Classmates	"Aha!" moment when chart updates quickly	Confusion with overlapping filters	Use dynamic captions, reset filters button	Help me narrow down to what I care about
Explore insights	Finds trends in area, danger sites, yearly inscriptions	Clicks on bars, forecast line, danger status	Line charts, bar graphs, treemaps	Anywhere	Possibly teachers	Excited to find patterns like spikes in 1992	Unsure how to interpret forecast or site-level detail	Add legends, site info links, smart summaries	Help me understand what the data means
Prepare a report	Wants to use dashboard in assignment or presentation	Takes screenshots, downloads charts	Snipping Tool, PowerPoint, PDF/PNG export	Home, lab	Professors, team	Happy charts are visual and readable	No direct export button or citations	Add "Download as PDF/PNG" & citation tool	Help me showcase my findings in a professional way
Share or revisit	Sends to peers, bookmarks it for later	Copy link, review filters	Email, browser, bookmarks	Anywhere	Peers, self	Proud to show it off to friends	May forget or lose link later	Add "Share with a friend" button, profile save	Help me come back and keep exploring
Recommend or reflect	Thinks about suggesting it to others or re-using for new work	Talks to friends or team	Verbal discussion, course group, LinkedIn post	College, group	Peers, project team	Realizes dashboard is genuinely useful	Wishes it had more site images or details	Add "Learn More" buttons for each chart/site	Help me feel like this is worth returning to again