

Customer Journey Map

Scenario: [Existing experience through a product or service]	Entice 	Enter 	Engage 	Exit 	Extend 
Experience steps  What does the person (or people) at the center of this scenario typically experience in each step?	Hears about EV range tools via ads, reviews, or word of mouth <small>Hears about EV range tools via ads, reviews, or word of mouth/Hears about EV range tools via ads, reviews, or word of mouth</small>	Opens the visualization tool <small>Opens the visualization tool</small>	Simulates trips and routes <small>Simulates trips and routes</small>	Confirms trip plan <small>Confirms trip plan</small>	Uses tool regularly <small>Uses tool regularly</small>
Interactions  What interactions do they have at each step along the way? <ul style="list-style-type: none"> ▪ People: Who do they see or talk to? ▪ Places: Where are they? ▪ Things: What digital touchpoints or physical objects do they use? 	EV ads, blogs, YouTube reviews <small>EV ads, blogs, YouTube reviews</small>	Web or mobile app interface <small>Web or mobile app interface</small>	Charging station data <small>Charging station data</small>	Save/share buttons <small>Save/share buttons</small>	Notifications and updates <small>Notifications and updates</small>
Goals & motivations  At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")	EV ads, blogs, YouTube reviews <small>EV ads, blogs, YouTube reviews</small>	Quickly understand remaining range <small>Quickly understand remaining range</small>	Plan trips confidently <small>Plan trips confidently</small>	Leave with clarity and confidence <small>Leave with clarity and confidence</small>	Improve EV driving efficiency <small>Improve EV driving efficiency</small>
Positive moments  What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	Clear promise of solving range anxiety <small>Clear promise of solving range anxiety</small>	Fast setup <small>Fast setup</small>	Accurate, dynamic visuals <small>Accurate, dynamic visuals</small>	Clear summary visuals <small>Clear summary visuals</small>	Tool predictions match reality <small>Tool predictions match reality</small>
Negative moments  What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	Overly technical messaging <small>Overly technical messaging</small>	Too many required inputs <small>Too many required inputs</small>	Data overload <small>Data overload</small>	No takeaway summary <small>No takeaway summary</small>	Lack of personalization <small>Lack of personalization</small>
Areas of opportunity  How might we make each step better? What ideas do we have? What have others suggested?	Simple explainer visuals <small>Simple explainer visuals</small>	Default presets for beginners <small>Default presets for beginners</small>	Smart recommendations ("Best route") <small>Smart recommendations ("Best route")</small>	One-page trip summary <small>One-page trip summary</small>	Learning from driving history <small>Learning from driving history</small>

 See an example