













Customer Journey Map

<p>Scenario: [Existing experience through a product or service]</p>	<p> Entice How does someone become aware of this service?</p>	<p> Enter What do people experience as they begin the process?</p>	<p> Engage In the core moments in the process, what happens?</p>	<p> Exit What do people typically experience as the process finishes?</p>	<p> Extend What happens after the experience is over?</p>
<p> Experience steps What does the person (or people) at the center of this scenario typically experience in each step?</p>	<p>Hears about EV range tools via ads, reviews, or word of mouth-Hears about EV range tools via ads, reviews, or word of mouth</p>	<p>Opens the visualization tool</p>	<p>Simulates trips and routes</p>	<p>Confirms trip plan</p>	<p>Uses tool regularly</p>
<p> 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? </p>	<p>EV ads, blogs, YouTube reviews</p>	<p>Web or mobile app interface</p>	<p>Charging station data</p>	<p>Save/share buttons</p>	<p>Notifications and updates</p>
<p> Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")</p>	<p>EV ads, blogs, YouTube reviews</p>	<p>Quickly understand remaining range</p>	<p>Plan trips confidently</p>	<p>Leave with clarity and confidence</p>	<p>Improve EV driving efficiency</p>
<p> Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?</p>	<p>Clear promise of solving range anxiety</p>	<p>Fast setup</p>	<p>Accurate, dynamic visuals</p>	<p>Clear summary visuals</p>	<p>Tool predictions match reality</p>
<p> Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?</p>	<p>Overly technical messaging</p>	<p>Too many required inputs</p>	<p>Data overload</p>	<p>No takeaway summary</p>	<p>Lack of personalization</p>
<p> Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?</p>	<p>Simple explainer visuals</p>	<p>Default presets for beginners</p>	<p>Smart recommendations ("Best route")</p>	<p>One-page trip summary</p>	<p>Learning from driving history</p>
<p> Product School</p>					<p>See an example</p>