

Customer Journey Map for Measuring the Pulse of Prosperity: An Index of Economic Freedom Analysis

SCENARIO

Exploring, interacting with, and interpreting the Economic Freedom Index through the Tableau-based dashboard for students, policymakers, and researchers.

Customer Journey Map

Step	Experience	Interactions	Things (Digital/Physical)	Places (Where)	People (Who)	Positive Moments	Negative Moments	Areas of Opportunity	Goals & Motivations
Becoming aware of the Economic Freedom Project	Hearing about the launch, seeing social media posts, dashboards via seminars, social media, or academic circles.	Attending hearings about it in class.	Brochures, website links, social media posts.	Online platforms, educational event.	Teachers, peers, policy maker.	Curiosity, sparked, realization, relevance of economic freedom to development.	May not immediately understand the importance of the Index.	Use relatable examples to explain economic freedom in the real-world impact of the Index.	Help me understand why Economic Freedom matters.
Visiting the dashboard	Accessing the Tableau project	Navigating the Tableau dashboard	Project website, Tableau library, dashboard.	Home, library, researchers.	Students, researchers.	Clean, intuitive interface.	Confusion if the interface is confusing.	Inclusive guide to the dashboard tour.	Help me explore Economic Freedom.

d	dashb oard for the first time.	websit e, clickin g on dashbo ard link.	rd, mobile devices, compute rs.	educa tional instit ution s.	faculty . .	ce; visual appeal of maps and charts.	e feels complic ated or data is overwh elming.	or introd uctory video.	mic Freedo m data with ease.
Expl ore the data	Browsi ng the Index data by countr y, region, or econo mic indicat or.	Clickin g throug h filters, filters, changi ng views, readin g tooltip s.	Interacti ve filters, maps, charts, summar y panels.	On their devic e anyw here.	Self- guided , option al faculty suppo rt.	Discov ering interes ting trends; compa ring region s.	Overw helmed by too many metrics comple x terms.	Provi de simpl e defini tions, highli ght key takea ways.	Help me interpr et the data withou t needin g technic al experti se.
Anal yze and Inter pret	Lookin g for patter ns, makin g infere nces about econo mic freedo m and prospe rity.	Taking notes, discuss ing with on tools, classm ates, exporti ng charts.	Downlo adable reports, annotati on tools, note- lates, taking exporti ng charts.	Class room s, home ,	Stude nts, mento rs, peers.	Feeling empo wered by resea rch apps.	Misinte rpretin g data due to unders tandin g comple x global data.	Embe d short explai meanin gful or use case backgr ound. global data.	Help me draw meanin gful conclus ions exam from ples alongs ide charts .
Appl y Insig hts	Using insight s for acad mic work,	Prepari ng presen tations, writing reports	PPT templat es, report formats, downloa ds.	Acad emic instit ution ,	Stude nts, faculty ,	Contri buting to discuss ions	Technic al barrier s in accessi ng raw	Provi de easy- to-use expor t and	Help me presen t this data effectiv

presentations, or policy suggestions. , or policy makers .

dable datasets. discuss ing with faculty or policy makers

y forums.

s. s.

data-driven points.

data or exporti ng visuals.

report gener ation tools.

ely to differe nt audiences.

Shar e and Refle ct sharin g exper ence with others, giving feedba ck on the dashb oard.

Leavin g feedba ck, partici pating in survey s,

Feedbac k forms, user surveys, email, project social media.

Onlin e, durin g

Projec t team, peers.

Feeling part of a meani ngful, data- driven initiati ve.

Feedba ck process may feel tedious impact unclear .

Show how feedb ack has shape d updat es; celebr ate contri butor s.

Help me feel like my feedba ck shapes future improv ements .