

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 |
|-----------------------------|---|---|---|---------------------------------------|--------------------------------|--|--|---|--|
| Become aware of the project | Hearing about the Economic Freedom dashboard via seminars, social media, or academic circles. | Attending project launch, seeing social media posts, hearing about it in class. | Brochures, website links, social media posts. | Online platforms, educational events. | Teachers, peers, policymakers. | Curiosity sparked, realizing the relevance of economic freedom to development. | May not immediately understand the importance of Economic Freedom Index. | Use reliable examples to explain the real-world impact of economic freedom. | Help me understand why Economic Freedom matters. |
| Visit the dashboard | Accessing the Tableau dashboard | Navigating the project | Project website, Tableau dashboard | Home, library, | Students, researchers, | Clean, intuitive interface | Confusion if the interface | Included guide tour | Help me explore Economic |

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| 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, 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 or 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 expert ise. |
| Anal yze and Inter pret | Lookin g for patter ns, makin g infe rences about econo mic freedo m and prospe rity. | Taking notes, discuss ing with classm ates, exporti ng charts. | Downlo adable reports, annotati on tools, note- taking apps. | Class room s, home , resea rch space s. | Stude nts, mento rs, peers. | Feeling empo wered by unders tandin g comple x global data. | Misinte rpretin g data due to lack of econo mic backgr ound. | Embe d short explai ners or use case exam ples along side charts . | Help me draw meanin gful conclus ions from the data. |
| Appl y Insig hts | Using insight s for acade mic work, | Prepari ng presen tations, writing reports | PPT templat es, report formats, downloa | Acad emic instit ution s, polic | Stude nts, faculty , policy maker | Contri buting to discuss ions with | Technic al barrier s in accessi ng raw | Provi de easy- to-use expor t and | Help me presen t this data effectiv |

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| | presentations, or policy suggestions. | , discussing with faculty or policy makers. | available datasets. | forums. | s. | data-driven points. | data or exporting visuals. | report generation tools. | ely to different audiences. |
| Share and Reflect | Sharing experience with others, giving feedback on the dashboard. | Leaving feedback, participating in surveys, discussing improvements. | Feedback forms, user surveys, email, project social media. | Online, during project events. | Project team, peers. | Feeling part of a meaningful, data-driven initiative. | Feedback process may feel tedious or impact unclear. | Show how feedback has shaped updates; celebrate contributors. | Help me feel like my feedback shapes future improvements. |