Customer Journey Map

	Entice — How does someone become aware of this service?	Enter — What do people experience as they begin the process?	Engage — In the core moments in the process, what happens?	Exit — What do people typically experience as the process finishes?	Extend — What happens after the experience is over?
Scenario: [Existing experience through a product or service]					
Experience steps — What does the person (or people) at the center of this scenario typically experience in each step?	Learns about Tableau from a course; Notice Tableau usage in LinkedIn; Attends a demo during orientation	Installs Tableau Desktop; Uploads first cosmetics dataset	Builds dashboards for sales,reviews,trends; Uses filters,brand,product type,time; combines sources(social,reviews,ctm); Creates interactive dashboards; Adds calculated fields	publishes final dashboard; Finishes project	subscribes to tableau content; Joins data/ beauty communities; Uses Tableau for new topics
Interactions — What interactions do they have at each step along the way? People: Who do they see or talk to? Places: Where are they? Things: What digital touchpoints or physical objects do they use?	Talks with peers, mentors,or educators; Watches You Tube Tutorials; Explores Tableau Public Examples	Follows instructorled demos; Uses Tableau help articles or community	Reviews insights with mentor/team; collaborates with marketing team; Engages in Tableau forums; Gets feedback on Dashboard; Joins online communities focused on Tableau	Gets feedback from instructor/ Client; Reflects on analytics process	Connects with others via forums,Discord; Follows trending dashboards; Participates in contents or challenges
Goals & motivations — At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")	Curious to explore beauty trends visually; Aims to become data-literate in cosmetics; Wants to analyze consumer behaviour	Learns to use charts like heatmaps,bar graphs; Show skills in assignments	Gains deep insights; Impress stakeholders; Build a clean Tableau Insights; Identify the products; Showcasse data storytelling	Wants insights on trends and behaviours; create a final presentation	Prove data-driven thinking; Build portfolio; Conclude cosmetics insights project
Positive moments — What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	Inspired by real cosmetics dashboards; Easy sign-up process; Finds a case study	successfully connects beauty datasets; First visual output is satisfying	Discoverss unexpected trends; Links negative reviews; Visual storytelling gets teammates; Dashboard answers real business questions effectively; User gains confidence	Finds a hidden trend patterns; Storytelling through dashboard is effective	Praised for clarity and creativity; Uses project for future jobs; Uses project for course credit
Negative moments — What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	Intimidated by data tools; Talks with peers for tips; Doesn't know where to begin	Confused by filters and calculated fields; Some features are hard to find	Faces issues with data blending; Struggles with slow Dashboard performance; Unsure which visuals format best convey the insights; Errors in calculated fields; Difficulty formatting dashboards for mobile	Dashboard lags with large data; Difficulties in joins or blending data	Fewer beauty specific datasets; Needs to paid features for complex work; cosmetics become data-literates
Areas of opportunity — How might we make each step better? What ideas do we have? What have others suggested?	Provide cosmetics specific templates; curated beginner content for beauty; curated for beauty industry	Add beginner tooltips for cosmetics use casses; Provide data starter packs for beauty data	Provide beauty-specific dashboards; Add AI-driven insights for cosmetics trends; Offer pre-cleaned beauty datasets for practice; Tutorials focused on product trend analysis for beauty analytics; Suggest ideal chart types	Allow dashboard to portfolio export; peer feedback in Tableau public	Launch beauty data contests; Support student creator spotlight in Tableau public; Confused by filters