

# Customer Journey map

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## Customer Journey map :-

- A Customer Journey Map shows how a user interacts with a product or system.
- It describes the user's experience from start to end.
- It includes user actions, goals, and interactions.
- It identifies positive and negative experiences.
- It helps to understand user behavior.
- It helps to improve products, services, or dashboards.
- It shows opportunities to enhance the user experience.

## Customer Journey Map

**Scenario** Exploring and analyzing global economic freedom using an interactive Tableau dashboard

