

Customer Journey Map-

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Project Name	Cosmetic Insights – Navigating Cosmetics Trends and Consumer Insights with Tableau

Step	What does the person typically experience?	Interactions	Things (Digital/Physical Touchpoints)	Places	People	Goals & Motivation	Positive Moments	Negative Moments	Areas of Opportunity
Entice (Awareness)	Sees ads or influencer videos about trending products	Scrolls social media, watches beauty videos	Instagram, YouTube, brand-sponsored posts	At home, on phone	Influencers, friends	Help me discover new trending cosmetics	Sees something exciting & trendy	Unsure if product works for them	Offer data-driven trend rankings in Tableau
Engage (Explore)	Researches products online and compares options	Uses search engines, brand sites, reviews	Google, cosmetic websites, blog articles	Phone or PC at home	Beauty bloggers, website authors	Help me find what fits my skin type and budget	Enjoys reading positive reviews	Gets confused with too many choices	Use Tableau to compare by skin type, price, trend score
Evaluate (Shortlist)	Narrow down top products and reads detailed reviews	Clicks reviews, checks ingredients, ratings	Ecommerce sites, comparison charts, reviews	Online stores	No People –solo browsing	Help me pick the safest and best option	Finds a highly rated product with real photos	Fake reviews or misleading claims	Use Tableau visuals to show verified reviews, ingredient data
Purchase (Buy)	Adds product to cart and completes payment	Fills in details, confirms order	Amazon, Nikai, Flipkart, etc.	Website or mobile app	Optional: chats with support	Help me feel sure I bought the right product	Finds coupon or quick delivery	Fears product is fake or won't work	Add verified seller visual cues, ratings in dashboard
Experience (Use product)	Uses the product over a few days/weeks	Applies it, takes selfies, monitors skin	Mirror, phone camera, skincare product	Home, washroom	Self, family, or online community	Help me improve my skin/look without side effects	Sees improvement and feels confident	Breakouts or no visible change	Visual dashboards showing % of users who saw results
Reflect & Share (Feedback)	Shares review or photo, sometimes uploads to social	Posts review, star ratings, hashtags	Review platforms, Instagram	Phone or desktop	Online followers, friends	Help me share my experience & guide others	Gets likes or comments on review	Long review process or no response	Allow fast 1-click reviews; highlight visuals for sharing
Re-Engage (Retention)	Gets product recommendations based on past purchase	Clicks on smart suggestions	Email, ecommerce apps, Tableau dashboard	Phone or PC	Brand systems	Help me find my next ideal product	Relevant and personalized suggestions	Generic or wrong suggestions	Use Tableau to show personalized insights & upsell matches