

Customer journey map

Scenario: [Existing experience through a product or service]	Entice <small>How does someone become aware of this service?</small>	Enter <small>What do people experience as they begin the process?</small>	Engage <small>In the core moments in the process, what happens?</small>	Exit <small>What do people typically experience as the process finishes?</small>	Extend <small>What happens after the experience is over?</small>
Experience steps <small>What does the person (or people) at the center of this scenario typically experience in each step?</small>	learns about the tools via ads, blogs or EV forums	visits the website or installs the mobile/web app	uses dashboard to explore: charging, trends, battery health etc...	exits after viewing/ downloading uploads	returns to track EV performance regularly
Interactions <small>What interactions do they have at each step along the way?</small> <ul style="list-style-type: none"> People: Who do they see or talk to? Places: Where are they? Things: What digital touchpoints or physical objects do they use? 	Sees video/demo or ad on EV community platform	click link, signs up, gives EV model details	Interacts with heatmap, graphs, range predictions	Downloads a report or sets an alert	Gets weekly/monthly summaries via email
Goals & motivations <small>At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")</small>	Wants to reduce charging anxiety, plan long trips	Wants clear understanding of EV range in current conditions	Seeks accurate, visual info to estimate trips and charging habits	Wants useful summary to make decisions	Long-term improvement of EV usage and battery health
Positive moments <small>What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?</small>	Gets intrigued by ease of tracking EV range	Easy onboarding, no login friction	Finds visualizations engaging, predictive model reduces worry	Report is shareable and actionable	Tool helped in real-world decision (e.g., charging trip)
Negative moments <small>What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?</small>	Worries it's too technical	Confused about entering vehicle data or permissions	Some graphs are too dense or take time to load	Too much data, not enough actionable insight	Misses receiving reminder or data sync fails
Areas of opportunity <small>How might we make each step better? What ideas do we have? What have others suggested?</small>	Clearer marketing with use cases	Simpler onboarding, pre-fill data where possible	More intuitive dashboards, customizable visuals	Summary screen with key takeaways	Mobile alerts, charging suggestions, route optimization See an example