## **Customer Journey Map**

## **ToyCraft Tales: Toy Manufacturer Data**

cenario	<b>X</b>	€	boundarrow	G	<u>(-</u> )
	Entice	Enter	Engage	Exit	Extend
Steps	Discover Tableau dashboard on ToyCraff Tales Triggered by curtastly of buk- indse need	Open Tableau Public/Server Select (py-mon/facturer dashboard	Filter data (e.g., by year, state_manufiacturer) Interact with charts and XPIs	Interpret key findings Download report or snapshot	Shate insights with dat Use pata for plan ning and decision mike
Goals	Discover Tableau dashboard on ToyCraft Tales 'Illggered by curiually or business need	Search Tableau portal Click Into ToyCraft dashboard	<ul> <li>Use filters and sliders</li> <li>Houet over visuals</li> <li>Explore grapfs, trands and surmaries</li> </ul>	Export/download data Notc key takeaways	Team sees value Data influences planning Rouse in other con-
Goalls	Help the explore manufacturing friends or issues in hop sector	Help me find and enter the dashboard quickly	Help me extract insights and understanol what's happening	Help me capture and share effectively	No follow-up or continued engagement. Insights forgo- tten or unutilized
Positive	Attractive visuals     Intutive navigation     Interesting resser charts	Fast access     Deshboard loads     smool fily	Clear filters     Insightal visualizations     Comparison options     (e.g. Vö∓ trends)	Concise -summary charts Easy to download	No follow-up or continued engagem- ent. Insights forgotien of untilized
Negatiive	Confusing access route Too many dashboards to choose from	Poor layout Missing emboarding or instructions	Charts are cluttered     Data eart coarty tabeled     Hard to find     relevant filters	Add "tootlips"- Summary cards Sanm fy export formate	Schedule review followhips Embacl dashboards in plainning docs