# Customer Journey Map

## TITLE :

Visualization Tool for Electric Vehicle Charge and Range Analysis.

## Team ID : LTVIP2025TMID48669

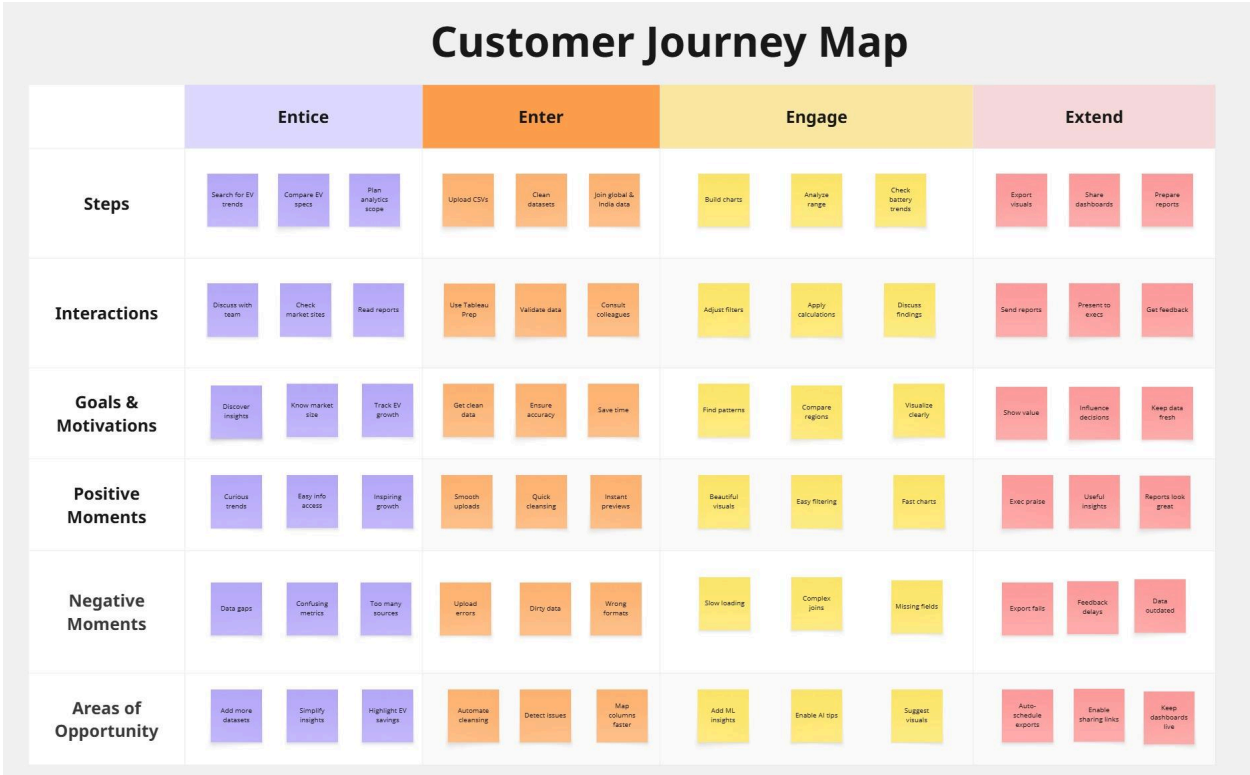## Team Members :

**Team Leader :** Likitha Dadi
**Team member :** Ella Likhitha
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## Customer Journey Map

|  | Entice | | | Enter | | | Engage | | | Extend | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Steps** | Search for EV trends | Compare EV specs | Plan analytics scope | Upload CSVs | Clean datasets | Join global & India data | Build charts | Analyze range | Check battery trends | Export visuals | Share dashboards | Prepare reports |
| **Interactions** | Discuss with team | Check market sites | Read reports | Use Tableau Prep | Validate data | Consult colleagues | Adjust filters | Apply calculations | Discuss findings | Send reports | Present to execs | Get feedback |
| **Goals & Motivations** | Discover insights | Know market size | Track EV growth | Get clean data | Ensure accuracy | Save time | Find patterns | Compare regions | Visualize clearly | Show value | Influence decisions | Keep data fresh |
| **Positive Moments** | Curious trends | Easy info access | Inspiring growth | Smooth uploads | Quick cleansing | Instant previews | Beautiful visuals | Easy filtering | Fast charts | Exec praise | Useful insights | Reports look great |
| **Negative Moments** | Data gaps | Confusing metrics | Too many sources | Upload errors | Dirty data | Wrong formats | Slow loading | Complex joins | Missing fields | Export fails | Feedback delays | Data outdated |
| **Areas of Opportunity** | Add more datasets | Simplify insights | Highlight EV savings | Automate cleansing | Detect issues | Map columns faster | Add ML insights | Enable AI tips | Suggest visuals | Auto-schedule exports | Enable sharing links | Keep dashboards live |

The customer journey for the *Visualization Tool for Electric Vehicle Charge and Range Analysis* begins with an EV user, policymaker, or data analyst identifying the need to access meaningful insights about electric vehicle performance, charging infrastructure, and adoption trends. Initially, they struggle with scattered and unstructured datasets from different sources, creating frustration and uncertainty. As they engage with the tool, they go through the stages of data connection, filter application, and dashboard exploration. The intuitive interface, enriched with interactive charts and geospatial visualizations, helps users extract key insights quickly—such as

range comparison, charging efficiency, and regional infrastructure gaps. The journey continues as users build trust in the tool, using it for decision-making, strategic planning, or promoting EV adoption. The final stage involves data-driven storytelling through the story feature in Tableau, where insights are communicated clearly to stakeholders. This journey transforms raw data into impactful knowledge, delivering a satisfying and empowering user experience.