**Customer Journey Map**

| **Stage** | **Customer Goal** | **Customer Action** | **Touchpoints** | **Pain Points** | **Opportunities** |
| --- | --- | --- | --- | --- | --- |
| **1. Awareness** | Discover trending cosmetic products | Browses social media / YouTube for trending makeup content | YouTube, Instagram, TikTok | Too much content; hard to know what’s actually trending | Provide data-backed trend dashboards by category/region |
| **2. Consideration** | Compare popular cosmetics and sentiments | Visits web dashboard to view most liked or watched products | Tableau Dashboard, Web UI | No centralized platform to compare across countries | Offer filters by region, category, sentiment |
| **3. Decision** | Decide on product to try or promote | Analyzes visual insights, sentiments, trending duration | Interactive Charts, Sentiment Visuals | Sentiment isn't always clear from titles/tags alone | Use AI-powered sentiment analysis for more clarity |
| **4. Experience** | Interact with cosmetic content and test products | Follows trends, creates their own reviews or content | Feedback forms, Like/Dislike ratios on platform | May not feel insights reflect niche preferences | Allow personalization of dashboard (e.g. "My Trends") |
| **5. Advocacy** | Share insights and experiences with others | Shares visual insights or links to dashboards | Social Share Buttons, Export Options on Dashboard | Limited ways to export/share visual insights | Enable dashboard export, snapshots, or social media integration |