Customer Journey Map

Date	18 June 2025
Team ID	LTVIP2025TMID48892
Project Name	Measuring The Pulse Of Prosperity: An Index Of Economic Freedom Analysis

Steps / Elements	Discover	Explore	Analyze	Share	Reflect
What does the person typically experience?	Becomes aware of economic freedom datasets (Heritage, World Bank).	Explores economic indicators across countries.	Identifies trends or correlations in the data.	Prepares dashboards and reports.	Considers implications of insights for policy.
Interactions	Articles, academic discussions, social media posts.	Manual comparisons or with basic tools.	Uses visual/statistical tools.	Builds storyboards or reports.	Policy papers or forums.
Things (Touchpoints)	Websites, Tableau Public, journals.	Spreadsheets, Tableau dashboards.	Charts, scatterplots, correlation maps.	PowerPoint, Tableau story dashboards.	Discussion boards, benchmarking tools.
Places	Home, school, workplace.	Research lab, classroom.	Office, data labs.	Seminar rooms, online presentations.	Policy review panels.
People	Peers, professors, analysts.	Mentors, teachers, colleagues.	Students, team members.	Supervisors, stakeholders.	Experts, decision-makers.
Goals & motivations	Help me understand what economic freedom is.	Help me explore and compare data easily.	Help me derive insights from complex data.	Help me present findings clearly.	Help me grasp long-term value of economic freedom.
Positive moments	Excitement from discovery.	Engagement through interactivity.	Confidence in visual patterns.	Pride in presenting analysis.	Inspiration to influence change.

Negative moments	Overwhelmed by disconnected sources.	Frustration with cluttered data formats.	Too many indicators, not enough clarity.	Exporting/formatting challenges.	Uncertainty in drawing firm conclusions.
Areas of opportunity	Create a central portal with guided insights.	Provide a clean, filterable UI.	Use storytelling visuals for clarity.	Enable export-ready insights.	Show benchmarks or future scenarios.