Customer experience journey map

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Project Name	iRevolution: A Data-driven Exploration of Apple's iPhone Impact in India

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	How does someone become aware of this service?	What do people experience as they begin the process?					
Experience steps — What does the person (or people) at the center of this scenario typically experience in each step?	Access Dashboard User logs in to Tableau system and navigates to iPhone market insights dashboard	Review Data Overview User examines Scenario 1: overall iPhone distribution, device trends, and key metrics	Examine Sales Distribution User reviews Scenario 2: pie chart of sales by device type or region	Study Feature Correlations User analyzes Scenario 3: grouped bar charts comparing sales trends with demographic data	Discover Market Patterns User examines Scenario 4: device sales by time and geography	Cross-Validate Insights User compares trends across different scenarios	Generate Insights User synthesizes findings into market insights and actionable recommendations
Interactions — What interactions do they have at each step along the way? People: Who do they see or talk to? Places: Where are they? Things: What digital touchpoints or physical objects do they use?	Things: Tableau interface, login credentials, browser Places: Office, remote People: IT support if needed	Things: Dashboard overview, filters Places: Workspace People: Colleagues, analysts	Things: Pie charts, legends, filters Places: Workspace People: Data analysts	Things: Bar charts, percentage analysis Places: Visualization space People: Market researchers	Things: Multi-dimensional views, device vs market trends Places: Scenario visualization People: Analysts, executives	Things: Multiple dashboards, comparison tools Places: Integrated workspace People: Reviewers	Things: Export tools, reports Places: Report generation area People: Analysts, execs
Goals & motivations — At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")	Access dashboard easily and securely	Understand data scope and structure	See relationship between sales and device type/region	Identify sales patterns and key demographics	Find trends across market segments	Validate accuracy and reliability of insights	Convert data into actionable strategy
Positive moments — What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	Smooth login, clean interface	Clear summary builds trust in data	Visuals make sales trends easy to understand	Bar charts show precise sales trends	"Aha" moments when patterns emerge	Validation boosts confidence in insights	Insightful and actionable recommendations
Negative moments — What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	Login failure or complex interface	Too much data overwhelms user	Charts unclear or misrepresent data	Complex relationships hard to interpret	Too many variables reduce clarity	Conflicting visuals reduce trust	Pressure to deliver insights quickly
Areas of opportunity — How might we make each step better? What ideas do we have? What have others suggested?	Streamline login and access	Add tutorials or guided tours	Simplify data comparisons	Enable drill-down into key segments	Highlight key trends clearly	Indicate data confidence levels	Provide templates for reports

Engage	Engage	Engage	Engage	Exit	Extend
				What do people typically experience as the process finishes?	What happens after the experience is over?
Generate Insights User synthesizes findings into market insights and actionable recommendations	Strategic Planning User applies insights to guide marketing, sales, or distribution strategies	Execute Strategy User implements plans based on insights	Track Market Performance User monitors iPhone sales post-implementation	Refine Insights User updates dashboard with new data to reflect real-world changes	Share Insights User presents key findings to organization
Things: Export tools, reports Places: Report generation area People: Analysts, execs	Things: Planning tools, presentation software Places: Meeting rooms People: Executives	Things: CRM, sales tools Places: Operational teams People: Sales, marketing teams	Things: KPI dashboards Places: Monitoring systems People: Analysts	Things: Updated dashboards Places: Analysis tools People: Data team	Things: Presentation tools Places: Knowledge base People: Organization
Convert data into actionable strategy	Use insights to guide competitive strategy	Implement insights effectively	Measure outcomes of strategies	Continuously improve and adapt strategy	Build organizational knowledge
Insightful and actionable recommendations	Leadership support for data-driven planning	Market growth due to informed strategy	Dashboards prove effectiveness	Agile response to market changes	Recognition for contributing valuable insights
Pressure to deliver insights quickly	Resistance to data-driven decisions	Implementation challenges	Hard to relate KPIs to decisions	Outdated data affects relevance	Hard to scale insight sharing
Provide templates for reports	Create stakeholder education resources	Offer execution tools or guides	Develop real-time monitoring	Automate refresh cycles	Create training/ mentorship resources

See an example