


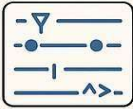
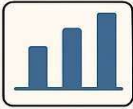

## Customer Journey Map

Date	25 June 2025
Team ID	LTVIP2025TMID20808
Project Name	Visualization tool for electric vehicle charge and range analysis using Tableau
Maximum Marks	2 Marks

### 3.1 Customer Journey Map

A customer begins by researching EV models, analysing features and prices, checking charging station availability, and then making a purchase decision. Post-purchase, performance data and charging infrastructure play a critical role in Satisfaction,



Step	User Action	Pain Point
1	EV user enters a new location	Doesn't know nearby charging stations 
2	Starts driving with low battery	No data on charger availability 
3	Wants to compare EV range	Range charts compare different EV brands 
4	Plans long trip	Interactive story explains charge behavior 
5	Needs trust in public infra	Confused where stations are crowded 