

Customer Experience Journey Map

Scenario: [Existing experience through a product or service]	Entice  How does someone become aware of this service?	Enter  What do people experience as they begin the process?	Engage  In the core moments in the process, what happens?	Exit  What do people typically experience as the process finishes?	Extend  What happens after the experience is over?
Experience steps What does the person (or people) at the center of this scenario typically experience in each step?	Sees mention of the dashboard on a university site or project fair	Opens the dashboard for the first time	Filters by region, compares countries, reads tooltip summaries	Summaries findings, takes screenshots	Returns later to check another region or share with classmates
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?	Clicks on shared link/QR code	Scrolls through landing page or overview section	Applies filters, interacts with bar charts & dropdowns	Downloads/export visual or takes notes	Shares link or feedback with peers or faculty
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")	Curious to explore country rankings or economic indicators	Wants to understand what the dashboard offers	Wants clear insights for assignment or report	Wants to complete task quickly & easily	Wants to reuse or reference dashboard again
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	Finds dashboard visually clean and inviting	Understands layout quickly without instruction	Charts update instantly, labels are clear	Learns something valuable with minimal effort	Easy access and link still works
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	Unclear what the dashboard is about at first glance	Unsure where to click first, no intro guide	Confused by technical terms like "fiscal health"	No way to save session/progress	Forgets link or loses interest if not reminded
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	Add a catchy one-line description at the top	Add a short onboarding tooltip or intro popup	Use simple tooltips & visual legends for each indicator	Add quick export option	Add Copy link or Bookmark button or share via email/social