Customer Journey Map

Scenario: Analyzing India's electricity consumption trends before and after lockdown using Tableau dashboard

ENTICE	ENTER	ENGAGE	ANALYZE	DECIDE	EXTEND
User realises they need to analyze consumption trends	Open the **dashboard** for iagey overview of key figures	**View map of India,** Regional distribution pie chart	**Region ranking bar** chart, map deeper dive	**Glean insights** for policy recommendations, reports	**Return from prof** ito future consumption updates

Experience	Touchpoints	Touchpoints	Positive Moments	Negative Moments	Opportunities
• Tableau dashboard • Excel datasets • Management reports	• Tableau dashboard, Excel datasets and management reports	• View map of India • Regional distribution pie chart	• Geographic filtering • Break.down visible	• Unclear multiple select filter • No % difference shown • If legends unclear	• Add clear key insights at top. • Use limited professional color palette

Experience	Touchpoints	Positive Moments	Negative Moments	Opportunities	Opportunities:
• Data displayed clearly • Country map colored by regions	• View map of India, Regional distribution pie hlie	• Interactive filtering	• Highlight filter effect better	• Add extra chart showing % drop.	• Turn dashboard insights into logical Tableau Story

Opportunities:					

| • Add clear key insights at top
• Use limited professional color palette | • Data displayed clearly
• Country map colored by regions
• Clearized professsonima color palette | • Desl magpo
• Breakdown visible
• Gesegbe vpout spacing + Choose bettet nr map colors | • Region ranking clear
• Regionked smoocs
• Unclear multiple select filter | • Top states found
• Lack of summary/story
• Lack of summary/story | • Reus dible dashoabl
• Invisible title structure
• Clean naming of sheets Renained dashboard structure |