Customer Journey Map: -

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Project Name	Measuring The Pulse of Prosperity: An Index of Economic Freedom Using Tableau

Customer Experience Journey Map:

	Entice	Enter	Engage	Exit	Extend
Experience steps	Discover global indexes and rankings; want to know where a country stands	Start searching for Economic Freedom Index and development data	Load the dataset into Tableau and interact with dashboards	Draw insights, compare countries, identify trends	Apply insights in reports, policy papers, or further research
Interactions	People: Students, Analysts, Policymakers Places: Academic sites, news Things: Search engines	People: Data portals, teammates Places: Kaggle, IMF, World Bank Things: CSV files, Excel	People: Tableau community Places: Tableau Desktop/Public Things: Filters, charts, dashboards	People: Teachers, mentors Things: Export tools, dashboard snapshots	People: Colleagues, public users Things: Shared dashboards, research summaries
Goals & motivations	Help me discover reliable global economic data.	Help me access and explore prosperity indicators easily.	Help me see how economic freedom links to growth and inflation.	Help me summarize patterns and insights clearly.	Help me share or expand on these findings for decision-making or publication.
Positive moments	Finds a rich index dataset with diverse indicators	Sees structured data covering all countries	Interactive dashboards show real-time insights and visual patterns	Recognizes economic patterns and top-performing countries	Uses findings in their project, class, or professional report
Negative moments	Gets confused with too many data sources	Datasets are unclean or missing values	Unsure how to visualize the data correctly	Charts don't load fast; some values are inconsistent	Needs more metrics; can't customize the dashboard easily
Areas of opportunity	Curate relevant datasets with full indicators	Provide cleaned, merged starter files	Add guided visual layout (map, scatter, correlation) with filters	Provide downloadable summary insights and KPIs	Allow public interaction and a feedback loop for improvement