

Customer Journey Map

Project: Empowering India - Union Budget Analysis

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Persona: Arjun, Renewable Energy Startup Founder

Scenario: Looking for specific government grants for "Green Hydrogen" in the newly announced Union Budget to plan R&D.

STAGE	1. ENTICE (Awareness)	2. ENTER (Beginning)	3. ENGAGE (Interaction)	4. EXIT (Completion)	5. EXTEND (Follow-up)
Steps <i>What does the user do?</i>	Hear news about "Green Growth" budget allocation. Searches Google for details.	Clicks link to "Empowering India Dashboard". Lands on Home Page.	Selects "Ministry of New & Renewable Energy" filter. Drills down to "Green Hydrogen Mission".	Finds the specific allocation chart. Clicks "Download PDF" or takes a screenshot.	Includes the data chart in investment presentation. Applies for the grant.
Interactions <i>Touchpoints & People</i>	• TV News / Twitter • Search Engine	• Web Browser • Dashboard Landing Page	• Tableau Filters • Interactive Charts • Tooltips (Hover)	• Export Button • Downloaded File	• Email to Co-founder • Pitch Deck Slide
Goals & Motivations <i>"Help me..."</i>	"Help me find if there is money for my sector."	"Help me access the data quickly without reading 500 pages."	"Help me compare this year's funding to last year's."	"Help me get a clean visual to show my board members."	"Help me secure funding for my startup."
Positive Moments <i>Delight points</i>	Excitement about potential funding news.	Dashboard loads instantly. Clean, professional UI.	Seeing the "Green Hydrogen" bar chart spike up (Growth).	One-click download works perfectly.	Investors are impressed by the growth strategy.
Negative Moments <i>Frustrations</i>	Too many confusing articles online.	Unsure where to click initially (if UI is cluttered).	Filter takes 2 seconds to load (slight lag).	Chart labels might be too small in the downloaded image.	N/A
Areas of Opportunity <i>How to improve?</i>	Optimize SEO so our dashboard appears top of search results.	Add a "Quick Start Guide" popup for first-time users.	Add a "Compare with Previous Year" toggle switch for easier analysis.	Allow downloading raw CSV data alongside the image.	Add a "Subscribe for Updates" button for next year's budget.