

Customer Journey Map - Toycraft Tales

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Project Name: Toycraft Tales: Tableau's Vision into Toy Manufacturer Data

Customer Journey Table:

Steps	Experience	Interactions	Things (Touchpoints)	Places	Positive/Negative Moments	Opportunities	Goals & Motivations
Browse Dataset	User looks for US toy manufacturing data	User + Dataset Platform	CSV, Excel	Data portals	Excitement to find usable public data	Provide guided upload templates	Help me explore useful data
Upload to Tableau	User uploads data to Tableau	User + Tableau Interface	CSV Upload Panel	Local Desktop	Frustration if data is unclean	Error hints, sample preview feature	Help me upload clean data
Explore Visuals	User explores charts and dashboards	User + Dashboard	Bar, Pie, Line Charts	Tableau Public	Delight in visuals and patterns	Enable recommended views or presets	Help me see meaningful insights easily
Filter Insights	User filters charts by year/state/index	User + Filters	Checkboxes, Dropdowns	Tableau Interface	Can be overwhelming with too many filters	Highlight optimal filters dynamically	Help me focus on key patterns
Download Reports	User exports charts for sharing	User + Export Tools	PDF, PNG, Tableau Snapshots	File Explorer	Productive feeling from sharing insights	Bundle charts with captions/insights	Help me present findings effectively