













## Customer Journey Map

Date	7 February 2026
Team ID	LTVIP2026TMIDS77691
Project Name	Empowering India: Analysing the Evolution of Union Budget Allocations for Sustainable Growth
Maximum Marks	4 Marks

 <b>Scenario:</b> [Existing experience through a product or service]	 <b>Entice</b> How does someone become aware of this service?	 <b>Enter</b> What do people experience as they begin the process?	 <b>Engage</b> In the core moments in the process, what happens?	 <b>Exit</b> What do people typically experience as the process finishes?	 <b>Extend</b> What happens after the experience is over?
 <b>Experience steps</b> What does the person (or people) at the center of this scenario typically experience in each step?	Company becomes aware of healthcare funding announcements	Accesses the analytics dashboard	Explores ministry scheme-level insights	Completes analysis applies decisions	Uses insights for strategic planning monitoring
 <b>Interactions</b> What interactions do they have at each step along the way? • <b>People:</b> Who do they see or talk to? • <b>Places:</b> Where are they? • <b>Things:</b> What digital touchpoints or physical objects do they use?	Policy reports Industry news	Opens Tableau dashboard / reports	Interacts with charts filters KPI indicators	Downloads reports shares insights	Reviews periodic funding updates
 <b>Goals &amp; motivations</b> At each step, what is a person's primary goal or motivation? ("Helps me..." or "Helps me avoid...")	Identify government-supported healthcare sectors	Understand allocation structure and available funding	Compare year-wise funding top schemes	Implement decisions based on insights	Align investments R&D strategy with funding trends
 <b>Positive moments</b> What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	Awareness of new funding opportunities	Structured and easy-to-access data	Clear visual insights comparisons	Confidence in final strategic decisions	Continuous monitoring of funding priorities
 <b>Negative moments</b> What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	Difficulty interpreting raw budget data	Initial complexity navigating datasets	Time-consuming comparisons without automation	Limited blow-up monitoring	Lack of predictive alerts for changes
 <b>Areas of opportunity</b> How might we make each step better? What ideas do we have? What have others suggested?	Provide summarized sector funding highlights	Centralized healthcare funding dashboard	Interactive comparison tools KPI views	Download reports continuous update features	Automated trend tracking alerts