COSMETIC INSIGHTS — Customer Journey Map

Scenario: Discovering, Using & Sharing Cosmetic Insights with Tableau — From first awareness through data work to final portfolio publication

	ENTICE — How does someone initially become aware?		ENTER — What do people experience as they begin?				ENGAGE — In the core moments, what happens?					EXIT — What do people typically experience		
SCENARIO Discovering, Using & Sharing Cosmetic Insights with Tableau														
Steps *What does the user typically experience?*	**Discover Tableau Project** *User hears about Cosmetic Insights via course platform or peer recommendation*	**Visit Project Portal / Dashboard** *User navigates to the project workspace, reads the brief and project goals*	**Connect Data Sources** *User connects Kaggle CSV datasets and MySQL database to Tableau workbook*	**Prepare Data (Tableau Prep)** *User cleans, joins and transforms cosmetics data using Tableau Prep Builder*	**Build First Worksheet** *User creates their first chart — a trend line for consumer product interest*	**Receive Setup Confirmation** *Data pipeline validated, extract refreshes confirmed, first worksheet renders*	**Build Consumer Monitoring Dashboard** *User designs Scenario 1 dashboard: real-time trend tracking with alert indicators*	**Build Product Concern Dashboard** *User designs Scenario 2 dashboard: complaint aggregation and severity scoring*	**Run Predictive Analysis** *User applies Tableau forecast + Python TabPy for Scenario 3 trend predictions*	**Create Tableau Stories** *User builds narrative story walkthroughs for each of the 3 project scenarios*	**Performance Test Dashboards** *User uses Performance Recorder to optimise load times below 3 seconds*	**Publish to Tableau Public** *Final workbooks published to Tableau Public with shareable URLs generated*	**Web Integration & Embed** *Dashboards embedded via Tableau JS API in project report page*	**Subm... Prese... Proj...** *User presents Cosmetic Insights findings... dashbo... to stakeh... / asses...*
Interactions *People, places & touchpoints at each step*	Course platform portal, project briefing page, peer WhatsApp groups	Project workspace URL, Tableau Public gallery, PDF project brief	Kaggle.com, CSV download, MySQL Workbench, Tableau Desktop data connector	Tableau Prep Builder, Tableau Desktop, Python (Pandas), Jupyter Notebook	Tableau Desktop worksheet canvas, calculation editor, chart type selector	Email notification, Tableau extract success alert, peer / instructor confirmation	Tableau Dashboard canvas, filter panels, action editor, alert threshold settings	Review datasets, complaint CSV files, NLP scoring tools, Tableau crossjoin	Python TabPy server, Tableau forecast feature, Prophet library, Jupyter Notebook	Tableau Story panel, caption editor, story point navigator	Tableau Performance Recorder, SQL profiler, extract refresh settings	Tableau Public website, publish dialog, workbook settings, URL share button	Tableau JavaScript API, HTML report page, web browser (Chrome / Edge)	Presentation slides, Tableau Public assess... feedba... form
Goals & Motivations *"Help me..." or "Help me avoid..."*	Help me understand what this project requires	Help me quickly grasp the scope and get access to all resources	Help me connect my data without errors or compatibility issues	Help me produce clean, analysis-ready data quickly	Help me create a chart that actually looks meaningful	Help me feel confident I've set everything up correctly	Help me build a dashboard that clearly shows real-time consumer trends	Help me identify and present product concerns in a way that drives action	Help me make predictions that are credible and visually compelling	Help me tell a coherent data story across all 3 scenarios	Help me ensure my dashboards are fast enough for live demonstrations	Help me publish without breaking my workbook formatting	Help me make the dashboards accessible to anyone without Tableau Desktop	Help m... presen... work confide... and im... assess...
Positive Moments *Enjoyable, motivating, exciting steps*	Excitement about applying Tableau to a real-world cosmetics industry problem	Clear project structure makes it easy to plan the work ahead	Satisfaction when data connects successfully on first attempt	Tableau Prep visual flow makes the cleaning process feel intuitive and manageable	First chart rendering is rewarding and builds confidence to continue	Green checkmark and successful extract refresh feels reassuring	Dashboard starts looking professional — pride in the visual output	Seeing complaint clusters visualised clearly is a eureka moment	Forecasting model produces an impressive trend chart that tells a real story	Tableau Story creates a narrative that feels polished and presentation-ready	Dashboards passing load time target feels like a technical achievement	Published URL is shareable instantly — feels like shipping a real product	Embedded dashboard in browser looks professional and impressive	Live de... of the dashbo... in presen... is visua... impact...
	Unclear where to start — too many resources	Project scope feels	Data source connection errors	Null values and messy data	Chart shows unexpected results due	Waiting for extract refresh to validate	Alert threshold configuration	Cross-referencing complaint	TabPy setup is technically complex and	Story caption editor feels limited	Performance optimisation is tedious —	Formatting sometimes breaks	JavaScript API embedding documentation	Nervou... about li... dashbo...

Negative Moments *Frustrating, costly, confusing steps*	and no clear first step	overwhelming at first glance	(driver issues, wrong credentials) are frustrating	formats cause unexpected failures in Tableau Prep	to incorrect data type or aggregation	setup causes unnecessary delay	is not intuitive in Tableau's interface	and ingredient data requires complex joins	blocks progress unexpectedly	compared to the richness of the data	requires multiple trial-and-error cycles	when publishing — layout looks different on Tableau Public	is sparse and confusing	failing [...] presen[...] due to [...] interne[...] issues
☐ **Areas of Opportunity** *How might we make each step better?*	Could we provide a 'quick start' checklist to reduce initial overwhelm?	Could we offer a short video walkthrough of the full project scope?	Provide pre-configured data connection templates for Kaggle and MySQL	Add guided Tableau Prep flow templates for common cosmetics data cleaning steps	Offer a 'first chart' tutorial with sample cosmetics data to build confidence fast	Auto-validate data pipeline setup and show a success badge on completion	Provide a pre-built alert configuration template for Scenario 1	Offer a sample ingredient-complaint join schema to simplify Scenario 2	Create a step-by-step TabPy setup guide specific to this project	Add a story structure guide showing how to sequence the 3 scenarios narratively	Share a performance optimisation checklist targeting the most common bottlenecks	Provide a pre-publish checklist to prevent common formatting issues	Create an embedding code snippet generator for Tableau JS API integration	Offer [...] presen[...] scoring rubrics [...] users [...] self-as[...] before submitt[...]

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