

Customer Journey Map

User Persona

The primary user of this system is a student, data analyst, or researcher interested in understanding Electric Vehicle (EV) trends, performance, and market analysis through data visualization.

Journey Stages

1. Problem Awareness

The user wants to analyze EV data but finds raw datasets difficult to understand.

2. Data Collection

Datasets related to EV performance, pricing, efficiency, and charging stations are collected from multiple sources.

3. Data Preparation

Data is cleaned, organized, and prepared for visualization to ensure accuracy.

4. Data Visualization

The user connects datasets to Tableau and creates charts, graphs, and maps for analysis.

5. Dashboard Exploration

Interactive dashboards allow comparison of EV models, price ranges, and efficiency metrics.

6. Story Analysis

Storyboards provide step-by-step insights for better understanding.

7. Deployment and Sharing

Final dashboards are published on Tableau Public and shared via GitHub.

Outcome

The user gains clear insights into EV data using interactive visualizations that simplify decision-making and analysis.