Customer Journey Map

Phase	Experience Steps	Interactions	Goals & Motivations	Positive Moments	Negative Moments	Areas of Opportunity
Entice	Learns about EVs from social media, blogs, and friends	Ads, influencer reviews, showroom posters	Understand what EVs are, and why people are switching	Curiosity sparked by online EV videos	Gets overwhelmed by too much info	Provide a clean, single dashboard entry point
Enter	Searches EV features, prices, and charging availability	Browses company websites, dealer portals, Google	Wants to shortlist based on price, range, and brand	Finds some promising models	Difficult to compare across brands	Enable filters by price, speed, efficiency
Engage	Opens dashboard, filters by need, explores comparisons	Uses Tableau dashboard, clicks on filters, compares charts	Make a confident decision based on visual insights	Sees top brands ranked clearly, views by region	Some visualizations are too technical or dense	Improve visual hierarchy, add brief tooltips
Exit	Narrows down to top 2–3 EV models	Final comparisons, possibly visits dealership	Final confirmation and peace of mind	Validated decision through price/speed/efficiency	Still unsure about charging infra or after-purchase support	Add charging infra map + user tips on purchase
Extend	After purchase, reflects on decision, recommends to peers	Shares on social media, gives feedback, returns to dashboard	Wants to justify choice and feel good about contribution to	Proud of sustainable choice	Might feel uncertain about ROI or resale	Add summary cards showing eco-savings or cost

			environment			recovery timeline