

Customer Journey map

Stage	Need	Action	Touchpoint	Pain Point	Opportunity
Discover	Wants to understand economic trends	Searches reports and articles	Government sites, PDF's	Data is scattered and outdated	Unified interactive dashboard
Explore	Needs country wise & yearly comparision	Browses charts manually	Spreadsheets, reports	Time-consuming & repetitive	Filter-enabled economic freedom platform
Engage	Wants to correlate economic freedom with GDP	Tries to merge datasets	Manual calculations	Lacks easy correlation tools	Pre-built correlation & trend visualizations
Decide	Prepares reports for staakeholders	Screenshots graphs	Presentations, PDFs	Lacks storytelling & clarity	Use Tableau story points with captions