

Customer Journey Map

Prosperity Prognosticator – Machine Learning for Startup Success

Prediction

Stage	Steps	Interactions	Goals	Positive	Negative	Opportunities
Entice	User visits web app	Reads home page	Wants data-driven tool	Simple UI	Does not understand ML	Add 'How it works' section
Enter	Clicks Start Prediction	Views input form	Test startup idea	Clean form	Confusion about inputs	Add placeholders
Engage	Enters data & predicts	Model processes input	Get probability	Fast prediction	Error on wrong input	Show feature importance
Exit	Views result	Compares scenarios	Make decision	Clear output	Needs guidance	Add recommendations
Extend	Uses tool again	Re-enters values	Optimize strategy	Reusable tool	Limited features	Add more parameters