

Customer Journey Map - Cosmetic Insights Web App

Stage	Customer Action	Touchpoint	Customer Needs/Thoughts
Improvement Area			
Awareness	Learns about the app	Social media, referrals	"I want to understand cosmetic trends."
	SEO, blog outreach		
Interest	Visits the homepage	Web browser	"Is this data useful for me?"
	Clear value proposition		
Exploration	Views dashboards	Tableau Embeds	"Can I dig deeper into this data?"
	Improve interactivity		
Action	Fills feedback/contact	Feedback form	"I want to respond or connect."
	Easy feedback flow		
Post-Visit	Revisits/shares site	Bookmark, social sharing	"I'll reuse or recommend this."
	Enable sharing/export		