

# **Measuring the pulse of prosperity: An Index of Economic Freedom Analysis**

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## **Chapter - 3**

### **3.1 Customer Journey Map**

A Customer Journey Map is a visual representation of the steps a customer goes through while interacting with a product, service, or organization. It helps understand customer experiences, needs, and problems at each stage. This method is widely used in marketing and design thinking by organizations such as IDEO and Nielsen Norman Group.

