

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

DATE	28-02-2026
TEAM ID	LTVIP2026TMIDS89054
PROJECT NAME	Measuring the Pulse of Prosperity: An Index of Economic Freedom Analysis
MAXIMUM MARKS	4 MARKS

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.

