Customer Journey Map

Scenario: [Existing experience through a product or service]	**Entice** How does someone become aware of this service?	**Enter** What do people experience as they begin the process?	**Engage** In the core moments in the process, what happens?	**Exit** What do people typically experience as the process finishes?	**Extend** What happens after the experience is over?
Experience steps What does the person (or people) at the center of this scenario typically experience in each step?	User hears about the Economic Freedom Index from a webinar, news article	Visits the index site or clicks a link to explore dashboard.	Explores country-level data trends, filters by year or region, and compares economic indicators.	Downloads visual charts for use in presentations or reports.	Subscribes to email updates or API feed, shares insights with stakeholders.
Interactions What interactions do they have at each step along the way? • People: Who do they see or talk to? • Places: Where are they? • Things: What digital touchpoints or physical objects do they use?	Reads an article, receives an email newsletter, sees social media snippet with visual teaser	Homepage visit, clicks through "Explore Data" or "Launch	Clicks filters for country, income group, year; hovers on tooltips; toggles between economic freedoms (e.g. trade, investment).	Exports image, PDF, or CSV; bookmarks analysis; copiesgraphs	Provides feedback via survey or form; joins analyst community (e.g. Slack/LinkedIn)
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")	Curious about country rankings and policy impact. Wants comparative data for presentations	Understand ease of use, quick data access.	Derive insights from data to support analysis or narrative.	Use data externally reports,policy briefs, media.	Stay updated with future releases, trends, or related studies.
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	Clean and insightful country ranking preview.	Quick dashboard loading, no loginneeded	Smooth filtering and rich visual insights. Comparisons between countries or years easily accessible.	Downloadable charts with clear legends and labels	New data releases trigger alerts with customized filters.
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	Difficult to find the right page or analysis from homepage.	Overwhelmed by many indicators or unclear variable	Graphs without context or interpretation. Complex metric combinations.	Downloads don't retain stylinginteractive elements.	No way to save filter presets or subscribe to specific indicators.
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	Add short video or infographic explaining index methodology.	Provide onboarding or walkthrough.	Include contextual summaries like "What this means" or historical average comparison.	Enable richer export options (e.g., annotated charts.	Offer saved filters/dashboard states and update alerts based on user preferences.