Customer Journey Map

Date	26 June 2025
Team ID	LTVIP2025TMID51738
Project Name	Visualization Tool for Electric Vehicle Charge and Range Analysis
Maximum Marks	4 Marks

1.Customer Journey Map

This map represents how a product strategist or analyst interacts with Electric Vehicle Charge and Range dashboard from need to insight

Stage	Need	Action	Touchpoint	Pin point	Opportunity
Discover	Wants EV car with good Range and charging stations	Search Excel/market Data	Emails, Files	Data is scattered	Single dashboard entry point
Explore	Needs Region &Range	Browses charts manually	Spreadsheets, BI tools	Time-consuming	Filter-enabled Tableau dashboard
Engage	Wants to compare EV vs ICE cars	Tries Custom Visualizations	Excel Formulas	Lacks interactivity	Pre-built Brands/style/Range
Decide	Prepares pitch for leadership	Screenshots, graphs	Presentations	Dry data story telling	Use Tableau story points with captions