

Customer Journey map

Date	30 June 2025
Team ID	LTVIP2025TMID49576
Project Name	"Measuring the Pulse of Prosperity: An Index of Economic Freedom Analysis"
Maximum Marks	4 Marks

Reference:

<https://app.mural.co/t/gaganadeepikav8506/m/gaganadeepikav8506/1751092123921/3d06406162ac2fe8a71d484e6ee9883d7994c42a>

<p>Scenario: A student or researcher explores the Index of Economic Freedom dataset to analyze and understand global prosperity.</p>	<p>Entice</p> <p>How does someone become aware of this service?</p>	<p>Enter</p> <p>What do people experience as they begin the process?</p>	<p>Engage</p> <p>In the core moments in the process, what happens?</p>	<p>Exit</p> <p>What do people typically experience as the process finishes?</p>	<p>Extend</p> <p>What happens after the experience is over?</p>
<p>Experience steps</p> <p>What steps does the person go through at the center of this scenario typically experience to reach step?</p>	<p>Learns about economic freedom through a class assignment or online course</p> <p>Gets curious about how economic policies impact growth</p> <p>Sees visual dashboards in a demo or peer project</p>	<p>Downloads the dataset</p> <p>Opens CSV/Excel and explores indicators</p> <p>Tries to understand data sources and structure</p>	<p>Cleans null or incorrect values</p> <p>Begins analyzing GDP, inflation, and monetary freedom indicators</p> <p>Creates charts and filters in Tableau</p> <p>Compares countries and years</p> <p>Collaborates with teammates for interpretation</p>	<p>Finalizes report and dashboards</p> <p>Uploads work to GitHub or Tableau Public</p> <p>Submits link or file for review</p>	<p>Gets feedback from mentors or classmates</p> <p>Shares the dashboard on LinkedIn</p> <p>Adds project to resume or portfolio</p> <p>Reflects on what could be improved</p>
<p>Interactions</p> <p>What interactions do they have at each step along the way?</p> <p>People: Who do they see or talk to?</p> <p>Places: Where are they?</p> <p>Things: What digital touchpoints or physical objects do they use?</p>	<p>Talk with instructors, project mentors</p> <p>Watch YouTube tutorials or webinars</p> <p>See LinkedIn posts or peer projects</p>	<p>Access data from Heritage Foundation / official source</p> <p>Read cookbook/documentation</p> <p>Ask questions to group/team</p>	<p>Use Tableau Public, Excel, VS Code</p> <p>Google Meet or WhatsApp for team coordination</p> <p>Refer to tutorials or forums (Stack Overflow)</p>	<p>Use GitHub to share code and dashboards</p> <p>Submit through class platform or email</p> <p>Peer review or showcase session</p>	<p>Use project link in job applications</p> <p>Discuss with interviewers or recruiters</p> <p>Get feedback on public post or message</p>
<p>Goals & motivations</p> <p>At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")</p>	<p>"Help me find a meaningful project topic."</p> <p>"Let me work on something real-world and relevant."</p>	<p>"I want to understand how countries compare economically."</p> <p>"What do these indicators mean?"</p>	<p>"Let's find insights and patterns."</p> <p>"Make this dashboard visually impressive and accurate."</p> <p>"Help others understand our findings."</p>	<p>"Make a good impression with this submission."</p> <p>"Ensure everything works and looks professional."</p>	<p>"Can I reuse this in future interviews?"</p> <p>"Can this get me noticed online?"</p> <p>"Did I learn something useful?"</p>
<p>Positive moments</p> <p>What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?</p>	<p>Found a dataset with global relevance</p> <p>Excited to work on something new</p>	<p>Realized the dataset covers multiple years</p> <p>Easy to open and explore basic fields</p>	<p>Found an interesting pattern (e.g., GDP vs. freedom)</p> <p>Teamwork went smoothly</p> <p>Charts turned out clean and useful</p>	<p>Submission went smoothly</p> <p>Mentor praised the visualization</p> <p>Everything worked as expected</p>	<p>Shared work on LinkedIn and got engagement</p> <p>Reused project for a resume</p> <p>Recommended to juniors</p>
<p>Negative moments</p> <p>What steps does a typical person find frustrating, confusing, annoying, costly, or time-consuming?</p>	<p>Didn't know where to start or which topic to pick</p> <p>Fear of working with big datasets</p>	<p>Confused by some indicator definitions</p> <p>Dataset formatting issues (extra spaces, missing values)</p>	<p>Tableau crashing or slow performance</p> <p>Difficulty building dual-axis graphs</p> <p>Git conflicts while working in teams</p>	<p>Trouble exporting dashboard</p> <p>Submission links didn't work the first time</p>	<p>Didn't get feedback</p> <p>Project forgotten and not reused</p> <p>Realized missing documentation later</p>
<p>Areas of opportunity</p> <p>How might we make each step better? What ideas do we have? What have others suggested?</p>	<p>Suggest this dataset earlier in the course</p> <p>Include a sample completed project for reference</p>	<p>Provide a video/data dictionary</p> <p>Pre-cleaned CSV or sample filter logic</p>	<p>Offer a basic dashboard template</p> <p>Simplify column naming or translation</p> <p>Auto-highlight insights with explanations</p>	<p>Give export checklist or submission demo</p> <p>Validate GitHub/public links on submission</p>	<p>Offer certificate of completion or badge</p> <p>Provide structured feedback from mentor</p> <p>Encourage sharing via school platform or LinkedIn</p>

See an example