1. Customer Journey Map

This map represents how a product strategist or analyst interacts with the iRevolution dashboard from need to insight.

Stage	Need	Action	Touchpoint	Pain Point	Opportunity
Discover	Wants to understand overall EV fleet performance and battery status	Searches internal systems or reports for EV charge and range data	Telematics systems, CSV files, Email reports	Data is scattered across multiple platforms	Provide a centralized EV Tableau dashboard as a single access point
Explore	Needs insights on charge trends, range variation, and energy consumption	Manually filters data and compares reports	Excel sheets, Raw datasets, BI exports	Manual filtering and comparison takes time	Interactive Tableau dashboard with dynamic filters (Vehicle, Region, Date)
Analyze	Wants to correlate temperature, driving speed, and terrain with EV range	Tries to create custom charts and calculations	Excel formulas, Python scripts, Static graphs	Difficult to visualize relationships between multiple variables	Pre-built visualizations like scatter plots and correlation charts in Tableau
Engage	Needs to review charging station utilization and peak demand	Checks charging logs and calculates averages	Charging reports, Logs, Spreadsheets	No real-time or visual demand insights	Charging station heatmaps and time-based trend charts
Decide	Prepares strategic performance review for leadership	Takes screenshots of static reports for presentations	PowerPoint slides, PDF exports	Poor storytelling and non-interactive visuals	Tableau Story Points with narrative captions and KPI highlights
Optimize	Wants to improve battery efficiency and reduce operational costs	Reviews historical charge and cost data	Performance reports, Cost sheets	No predictive insights or trend forecasting	Add range prediction models and cost optimization insights