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Team ID	LTVIP2025TMID51504
Project Name	Plugging into the Future: An Exploration of Electricity Consumption Patterns Using Tableau

Customer Journey Map:

	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?	Learns about high electricity bills and wants a solution	Finds your dashboard/tool through web or social media	Connects bill data, explores charts, discovers usage patterns	Applies insights to reduce usage or modify habits	Returns monthly to compare usage or recommends it to others
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 blog posts, social media threads, or word-of-mouth	Opens dashboard, signs in or connects data	Uses filters, clicks charts, hovers for insights	Tracks progress, compares bills	Shares dashboard, uses forecasting or long-term tracking
Goals & motivations — At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")	Help me reduce electricity bills and waste	Help me find a tool that's easy to use	Help me spot patterns and save money	Help me know if I made a difference	Help me stay consistent and track progress long-term
Positive moments — What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	Sees relatable content or ad showing savings tips	Finds the dashboard is clean and simple	Spots high-usage appliance or peak hour	Sees a drop in usage the next month	Gets a monthly report, badge, or positive result
Negative moments — What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	Feels overwhelmed by technical energy terms	Gets confused with login or connecting usage data	Doesn't understand certain charts or filters	Doesn't know which change caused savings	Forgets to revisit dashboard over time
Areas of opportunity — How might we make each step better? What ideas do we have? What have others suggested?	Run simple ad campaigns like "Track your usage in 1 click"	Offer easy onboarding or demo walkthrough	Add hover tooltips & plain-language insights	Show "top 3 insights" or "what worked best"	Add monthly reminders, streaks, badges, or comparison tools