

Requirement Analysis Phase

Customer Journey Map

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Project Name	ToyCraft Tales: Tableau's Vision into Toy Manufacturer Data

FAIRPLANE

CUSTOMER JOURNEY MAP TABLE

SCENARIO Browsing, looking, attending, and using a local city tour	Entice How does someone initially become aware of this process?	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?
Steps What does the person (or group) typically experience?	Users become aware of Tableau dashboard while planning strategic review	User opens the dashboard via Flask or Tableau Public	Users apply filters, explore charts, maps, KPIs	User exports/downloads insights or takes notes	Users apply insights in decision-making; recommend the tool 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 would they use?	Browsing internal portal, shared links, or email alerts; May ask colleagues for tools	Interacts with Tableau interface; sits at work desk or home setup	Engages with pie charts, maps, line charts; clicks filters for state/year	Discusses findings with colleagues or managers; prepares reports	Management uses insights for planning; may request updated versions
Goals & motivations At each step, what is a person's primary goal or motivation? ("help me..." or "help me avoid...")	Help me find a better way to analyze toy data visually	Help me easily explore the toy manufacturing data by year/state	Help me discover trends, patterns, and outliers quickly	Help me wrap up analysis with clear insights	Help me use the insights for better decisions and planning next steps
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	Seeing a beautiful dashboard preview; realizing it's interactive	Fast loading and clear layout of dashboard	Discovering state with highest index; seeing seasonal trends visually	KPI cards summarizing info; exporting insights easily	Reusing dashboard; applying insights into marketing or supply chain
Negative moments What steps does a typical person find frustrating, confusing, engaging, costly, or time-consuming?	May ignore tool due to dashboard fatigue; not knowing its value	Initial confusion about filters or data meaning	Overwhelmed by too many visuals if untrained	Not knowing where export/download is	Data may become outdated if not maintained regularly
Areas of opportunity How might we make each step better? What does do we have? What have others suggested?	Promote dashboard via internal newsletter or training session	Add tooltips, filter descriptions, and basic onboarding	Simplify layout; allow user to choose "basic" or "advanced" view	Add download/export icon and summary panel	Automate data refresh; email monthly insights; collect user feedback