# Customer Journey Map :

| | ENTICE | ENTER | ENGAGE | EXIT | EXTEND |
|---|---|---|---|---|---|
| **Interactions** | Market Overview | Data Import | Dashboard View | Revenue Trends | Ongoing Alerts |
| | KPI Review | Data Filtering | Trend Analysis | Model Share | Feature Updates |
| | Filter Setup | Data Filtering | | Insights Sharing | Advanced Reports |
| | Sign Up Process | Initial Setup | Chart Exploration | Comparative Views | Download Reports |
| | Initial Setup | Data Filtering | Custom Reports | Sharing Insights | System Integration |
| | Data Filtering | | Drill Down Analysis | KPI Alerts | Survey Feedback |
| **Goals & Motivations** | Identify Opportunities | Analyze Segments | Analyze Segments | Compare Models | Export Insights |
| | Understand Trends | Generate Reports | Optimize Strategies | Share Findings | Deploy to Web |
| | Track Performance | Track Performance | Performance | Monitor KPIs | Gather Feedback |
| **Positive Moments** | Clear Insights | Custom Dashboards | Detailed Reports | Growth Charts | Seamless Export |
| | Successful Setup | Custom Dashboards | Detailed Reports | Collaboration | Deploy to Web |
| | Easy Filtering | | Trend Discovery | KPI Alerts | Positive Feedback |
| **Negative Moments** | Setup Confusion | Slow Loading | Complee Reports | Data Discrepancies | Export Issues |
| | Import Errors | Complex Reports | Drill Challenges | Sharing Issues | Integration Bugs |
| | Data Overload | | | | User Response |
| **Areas of Opportunity** | Simplify Onboarding | Custom Templates | Advanced Comparisons | Advanced Comparisons | Proactive Alerts |
| | Improve Import | Faster Performance | Drill Improvements | Better Sharing | New Features |
| | Filter Enhancements | Drill Improvements | | Automated Alerts | User Education |