

# Customer Journey Map

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Stage	Action	Customer Thoughts	Customer Emotions	Opportunities
1. Before the Drive	Plans a trip and checks current battery level	"Will I have enough charge to reach my destination?"	Uncertain, anxious	Show estimated range visually with route suggestions
2. During the Drive	Monitors battery level while driving	How fast is the battery draining?"	Stressed, cautious	Provide real-time consumption insights and alerts
3. Approaching Low Charge	Looks for nearby charging stations or worries about range	"Where's the nearest charger? Can I make it in time?"	Nervous, panicked	Show reachable charging stations based on current range
4. After Charging	Checks charge stats and usage from the trip	"How efficiently did I drive?"	Curious, reflective	Provide post-drive visual summary
5. Planning Future Drives	Reviews past trips to plan better for next time	"Can I avoid the same mistakes?"	Motivated, confident	Allow access to trip history and consumption patterns for better planning