Project Design Phase-II

Customer Journey map

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Project Name:	Measuring the Pulse of Prosperity: An Index of Economic Freedom Analysis
Maximum Marks:	4 Marks

Customer Journey Overview

Step	Goal/Motivation	Interaction	Touchpoints	Positive Moments	Negative Moments	Opportunities
Awareness	Help me discover the app	Social media, Ads, Word of mouth	Website, App Store, Blog	Attractive app listing	Low visibility	Boost digital marketing
Registration	Help me join easily	Sign-up form, Email confirmation	Email, App, Social login	Quick registration	Complicated forms	Add social/Gmail login
Login	Help me access securely	Login form	App, Website	Easy access	Forgotten password	Add biometric login
Explore Index	Help me learn about countries	Data visualization, Search bar	Interactive charts, Country search	Clear comparisons	Overwhelming data	Simplify filters
Compare	Help me decide between countries	Side-by-side comparison	Charts, Rankings	Insightful data	Information overload	Highlight key differences
Bookmark & Save	Help me revisit later	Save button	App, Profile	Easy to access saved items	Hard to find saved list	Add quick links in dashboard
Review & Share	Help me share findings	Social sharing, Export	Email, Social Media	Community sharing	Poor integration	Add one-click sharing

Customer Journey Flow Chart (Textual Representation)

[Awareness] --> [Registration] --> [Login] --> [Explore Index] --> [Compare] --> [Bookmark & Save] --> [Review & Share]