Customer Journey Map – Visualization Tool for EV Charge and Range Analysis

STAGE	USER ACTION	USER GOAL	PAIN POINTS	SYSTEM RESPONSE	OUTCOME
1. AWARENESS	User learns about the visualization tool via ads, EV forums, or dealership demo.	Gain initial understanding of tool's relevance.	Limited awareness of advanced EV analytics; skepticism about utility.	Provide clear, localized communication with simple visuals and relatable scenarios.	User recognizes potential value of tool in daily EV use.
2. CHARGING RESEARCH	User explores charging station availability and range predictions.	Identify reliable charging options in urban settings.	Uncertainty about charging infrastructure; range anxiety.	Interactive maps, predictive range models, and real-time charging station data.	User gains confidence in planning trips and charging routines.
3. PERFORMANCE COMPARISON	User compares efficiency metrics across routes and driving styles.	Optimize driving behavior and evaluate EV performance.	Difficulty interpreting technical data; lack of contextual benchmarks.	Provide comparative dashboards with intuitive graphs and peer benchmarks.	User understands performance trade-offs and adapts driving habits.
4. PRICE EVALUATION	User reviews cost implications of charging and efficiency.	Assess financial feasibility of EV ownership.	Confusion over variable electricity tariffs; hidden costs.	Offer transparent cost breakdowns, tariff-based simulations, and savings estimates.	User perceives clear economic benefits and reduced uncertainty.
5. DECISION	User decides on tool adoption and integrates it into EV usage.	Make informed choice about tool adoption.	Fear of complexity, doubts about long-term relevance.	Provide seamless integration with EV dashboard, trial access, and user support.	User adopts tool confidently, reinforcing EV ownership satisfaction.