CUSTOMER JOURNEY MAP

Entice	Enter	Engage	Exit	Extend
Help me explore EV charge duration, range, price, etc.	User opens dashboard and views data on electric vehicles	User filters EV data by charge duration. range, region, etc.	Export/share EV report summary	Follow up with further analysis
Goals & Motivations	Interactive charts & maps	Dynamic filtering	Export/share buttons	Fullow up with further analysis
Areas of Opportunity	Information overload	Complex interface	Improve filter options	
Interactions	Website, homepage	EV dashboard	Export/share butons	Email
Things: What digital touchpoints or physical objacts would they use?	Laptop, computer	Charts, maps	Export/share butons	Saved filters
People: Who do they see or talk to?	Home, office	Home, office	Home, office	Colleagues