

Customer Journey Map

| Scenario: [Existing experience through a product or service] |  Entice How does someone become aware of this service? |  Enter What do people experience as they begin the process? |  Engage In the core moments in the process, what happens? |  Exit What do people typically experience as the process finishes? |  Extend What happens after the experience is over? |
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|  Experience steps What does the person (or people) at the center of this scenario typically experience in each step? | Sees a promotion about ToyCraftTales on LinkedIn or from a business consultant. | Clicks the link to access Tableau dashboard or logs in. | Navigates through visual dashboards to explore key toy data trends. | Exports visuals or copies key insights for internal team meetings. | Subscribes to dashboard updates and shares with internal teams. |
|  Interactions What interactions do they have at each step along the way? <ul style="list-style-type: none"> People: Who do they see or talk to? Places: Where are they? Things: What digital touchpoints or physical objects do they use? | Receives mail, reads blogs or marketing post | Landing page and login prompt, intro video. | Clicks on filters, tooltips, categories, regions, materials, costs. | Clicks on export/download buttons or copies screenshots. | Provides feedback via Google Form, joins a Slack group. |
|  Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...") | Receives mail, reads blogs or marketing post | Understands material efficiency and cost optimization. | Seeks to quickly interpret region-wise performance data. | Needs insights for an upcoming board or strategy meeting. | Wants continuous updates for long-term trend forecasting. |
|  Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting? | Simple, clean dashboard previews. | Easy login, intuitive UI, smooth first-time experience. | Interactive graphs with tooltips and clear metrics. | Seamless download and export to PDF/PPT for reuse. | Timely updates and helpful new filters (e.g. seasonal sales trends). |
|  Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming? | Double-checks dashboard accuracy or relevance. | Confused by login/auth flow or where to start. | Overwhelmed by too many visualizations or unclear chart names. | Difficulty finding export format suitable for their system. | Wants more personalized dashboards or industry comparison options. |
|  Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested? | Add more real-time data before login. | Provide guidance or assistance before login. | Include detailed legends, filters summary, and "insight highlights." | Offer multi-format exports (CSV, PPT, PDF). | Enable notification for when new data stories are published. |

[See an example](#)

