1. Customer Journey Map

This map represents how a product strategist or analyst interacts with the iRevolution dashboard from need to insight.

Stage	Need	Action	Touchpoint	Pain Point	Opportunity
Discover	Wants **cosmetic market trends** (e.g., top brands, category growth)	Searches reports, Excel sheets, or third-party data	Emails, Market PDFs, Excel files	**Data is scattered across sources**	Provide a **single entry-point dashboard** with live cosmetics KPIs
Explore	Needs **regional & feature-level insights** (e.g., skincare in South India, ingredient trends)	Browses multiple charts manually	Excel, internal BI tools	**Time-consuming exploration**	Use **filter-enabled Tableau dashboard** with **geo-map** and **category filters**
Engage)	Wants to **compare product specs vs pricing** (e.g., SPF vs price, natural vs synthetic ingredients	Builds custom visualizations or manual comparisons	Excel formulas, charts	**Lacks interactivity & real-time comparison**	Offer a **pre-built price/spec comparison dashboard** with visual toggles
Decide	Preparing a **campaign or pitch** for product launches or discounts	Captures screenshots, builds slides manually	PowerPoint, screenshots	**Weak storytelling and static visuals**	Use **Tableau Story Points** with **narrative captions, brand highlights, and trend paths**