1. Customer Journey Map

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

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| Stage | Need | Action | Touchpoint | Pain Point | Opportunity |
| Discover | Want cosmetic market trends | Searches online or internal reports | Emails, Files, Market PDFs | Data is scattered | Centralized Tableau dashboard entry point |
| Explore | Needs regional and category insights | Browses charts manually | Excel, BI Tools, Spreadsheets | Manual comparisons take time | Tableau dashboard with interactive filters |
| Engage | Want to compare product types and pricing | Tries to create custom graphs | Excel formulas, BI exports | Lacks interactivity | Pre-built Tableau dashboards for price vs product specs |
| Decide | Prepares visual presentation for leadership | Screenshots static graphs | PowerPoint, Reports | Poor storytelling and static visuals | Use Tableau story points with interactive captions |