

Customer Journey Map for Measuring the Pulse of Prosperity: An Index of Economic Freedom Analysis

SCENARIO

Exploring, interacting with, and interpreting the Economic Freedom Index through the Tableau-based dashboard for students, policymakers, and researchers.

Customer Journey Map

Step	Experience	Interactions	Things (Digital/Physical)	Places (Where)	People (Who)	Positive Moments	Negative Moments	Areas of Opportunity	Goals & Motivations
Become aware of the project	Hearing about the Economic Freedom dashboard via seminars, social media, or academic circles.	Attending project launch, seeing social media posts, hearing about it in class.	Brochures, website links, social media posts.	Online platforms, educational events.	Teachers, peers, policymakers.	Curiosity sparked, realizing the relevance of economic freedom to development.	May not immediately understand the importance of Economic Freedom Index.	Use reliable examples to explain the real-world impact of economic freedom.	Help me understand why Economic Freedom matters.
Visit the dashboard	Accessing the Tableau dashboard	Navigating the project	Project website, Tableau dashboard	Home, library,	Students, researchers,	Clean, intuitive interface	Confusion if the interface	Included guide tour	Help me explore Economic

d	dashb oard for the first time.	websit e, clickin g on dashbo ard link.	rd, mobile devices, compute rs.	educa tional instit ution s.	faculty .	ce; visual appeal of maps and charts.	e feels complic ated or data is overwh elming.	or introd uctory video.	mic Freedo m data with ease.
Expl ore the data	Browsi ng the Index data by countr y, region, or econo mic indicat or.	Clickin g throug h filters, changi ng views, readin g tooltip s.	Interacti ve filters, maps, charts, summar y panels.	On their devic e anyw here.	Self- guided , option al faculty suppo rt.	Discov ering interes ting trends; compa ring region s.	Overw helmed by too many metrics or comple x terms.	Provi de simpl e defini tions, highli ght key takea ways.	Help me interpr et the data withou t needin g technic al expert ise.
Anal yze and Inter pret	Lookin g for patter ns, makin g infe rences about econo mic freedo m and prospe rity.	Taking notes, discuss ing with classm ates, exporti ng charts.	Downlo adable reports, annotati on tools, note- taking apps.	Class room s, home , resea rch space s.	Stude nts, mento rs, peers.	Feeling empo wered by unders tandin g comple x global data.	Misinte rpretin g data due to lack of econo mic backgr ound.	Embe d short explai ners or use case exam ples along side charts .	Help me draw meanin gful conclus ions from the data.
Appl y Insig hts	Using insight s for acade mic work,	Prepari ng presen tations, writing reports	PPT templat es, report formats, downloa	Acad emic instit ution s, polic	Stude nts, faculty , policy maker	Contri buting to discuss ions with	Technic al barrier s in accessi ng raw	Provi de easy- to-use expor t and	Help me presen t this data effectiv

	presentations, or policy suggestions.	, discussing with faculty or policy makers.	available datasets.	forums.	s.	data-driven points.	data or exporting visuals.	report generation tools.	ely to different audiences.
Share and Reflect	Sharing experience with others, giving feedback on the dashboard.	Leaving feedback, participating in surveys, discussing improvements.	Feedback forms, user surveys, email, project social media.	Online, during project events.	Project team, peers.	Feeling part of a meaningful, data-driven initiative.	Feedback process may feel tedious or impact unclear.	Show how feedback has shaped updates; celebrate contributors.	Help me feel like my feedback shapes future improvements.