Customer Journey Map: -

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Customer Experience 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?
Experience steps What does the person (or people) at the center of this scenario typically experience in each step?	Discover global indexes and rankings; want to know where a country stands	Start searching for Economic Freedom Index and development data	Load the dataset into Tableau and interact with dashboards	Draw insights, compare countries, identify trends	Apply insights in reports, policy papers, or further research
Interactions What interactions do they have at each step along the way? • People: Who do they see or talk to? • Places: Where are they? • Things: What digital touchpoints or physical objects do they use?	People: Students, Analysts, Policymakers Places: Academic sites, news Things: Search engines	People: Data portals, teammates Places: Kaggle, IMF, World Bank Things: CSV files, Excel	People: Tableau community Places: Tableau Desktop/Public Things: Filters, charts, dashboards	People: Teachers, mentors Things: Export tools, dashboard snapshots	People: Colleagues, public users Things: Shared dashboards, research summaries
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")	Help me discover reliable global economic data.	Help me access and explore prosperity indicators easily.	Help me see how economic freedom links to growth and inflation.	Help me summarize patterns and insights clearly.	Help me share or expand on these findings for decision-making or publication.
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	Finds a rich index dataset with diverse indicators	Sees structured data covering all countries	Interactive dashboards show real-time insights and visual patterns	Recognizes economic patterns and top-performing countries	Uses findings in their project, class, or professional report
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	Gets confused with too many data sources	Datasets are unclean or missing values	Unsure how to visualize the data correctly	Charts don't load fast; some values are inconsistent	Needs more metrics; can't customize the dashboard easily
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	Curate relevant datasets with full indicators	Provide cleaned, merged starter files	Add guided visual layout (map, scatter, correlation) with filters	Provide downloadable summary insights and KPIs	Allow public interaction and a feedback loop for improvement