# Customer Journey Map – iRevolution Project

This journey map outlines the experience of a smartphone buyer using the iRevolution dashboard.

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|  | Entice | Enter | Engage | Exit | Extend |
| **Steps:**  What does the person (or group) typically experience? | Sees a post on LinkedIn or marketing about smartphone visualizations. | Clicks link and opens iRevolution dashboard on browser. | Uses filters, compares iPhones, reviews KPIs and specs. | Gets insight and makes a phone decision or bookmarks for later. | Might share the dashboard or return later for updates. |
| **Interactions**:  What interactions do they have at each step along the way | Social media post, shared WhatsApp link. | Dropdowns, filters, clicks ‘Compare’ or ‘Explore’ button. | Scrolls KPIs, uses charts, clicks tooltips. | Uses export/share function, closes tab. | Receives future update via email or social media. |
| **Things:**  What digital or physical touchpoints would they use?  Who do they see or talk to? | Phone/laptop, LinkedIn, WhatsApp.  Friends who shared the link. | Browser, dashboard.  Self-guided or classmate walkthrough. | Filters, charts, cards, download buttons.  No real-time help; solo user. | Export buttons, back button.  May show friends result. | Notifications, saved bookmarks.  Posts/shares dashboard insights online. |
| **Positive moments:**  What steps are fun or delightful? | Dashboard’s aesthetic and curiosity. | Easy filter interactions and speed. | Bubble charts, interactive bars. | Clear takeaways, downloadable charts. | Seeing a useful result later on social. |
| **Negative moments:**  What steps are frustrating or time consuming? | Overwhelmed by too many options. | Takes time to learn what each chart shows. | May not understand specs directly. | No purchase link or extra analysis. | No alert for updates or follow-up email. |
| How might we make each step better? | Run short teaser videos or Instagram Reels. | Show a welcome tour on first load. | Add hover tips or compare recommendations. | Allow custom PDF export or saving favorites. | Offer follow-up email alerts or version updates. |
| What have others suggested? | Use YouTube reels for reach. | Highlight filter usage at the top. | Make technical terms simpler. | Let people annotate/share findings. | Enable user login for history tracking. |