

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

Stage	Actions & Touchpoints	Experience & Emotions	Pain Points	Opportunities & Improvements
Awareness	<ul style="list-style-type: none"> - Sees dashboard via Tableau Public, LinkedIn, newsletters, or academic blogs - Reads project summary/title 	Curious, Interested	Unsure about data credibility or relevance	<ul style="list-style-type: none"> ✔ Use clear titles and subtitles ✔ Add a brief problem statement and target audience upfront
Consideration	<ul style="list-style-type: none"> - Clicks link to open the dashboard - Reads the introduction - Explores indicators like GDP, Freedom Score 	Engaged, but slightly overwhelmed	Unclear layout, too many filters or data overload	<ul style="list-style-type: none"> ✔ Provide guided navigation ✔ Use collapsible sections ✔ Highlight main insights early
Decision	<ul style="list-style-type: none"> - Uses filters (e.g., year, country, region) - Exports charts - Shares insights via social or academic circles 	Satisfied, Confident	Export options limited May not find what action to take	<ul style="list-style-type: none"> ✔ Offer CSV/PDF/image export ✔ Add a “key findings” summary ✔ Enable shareable links

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Retention	<ul style="list-style-type: none"> - Subscribes to updates (if applicable) - Revisits for newer data - Leaves feedback 	Empowered, Loyal	No updates or feedback response	<ul style="list-style-type: none"> ✅ Enable version tracking or email alerts ✅ Collect and act on feedback

Dashboard-Specific Goals:

User Goals	How to Support Them in Tableau
Understand global/regional prosperity	Use heatmaps, choropleth maps by country or continent
Compare countries' economic freedom	Add sortable tables with filters for GDP, Freedom Index, Inflation, etc.
Extract insights for policy/research	Enable exports of visuals/data + add footnotes with data sources (e.g., Heritage Foundation, IMF)
Present findings	Add "Download as PNG/PDF" buttons and storytelling captions

