

Customer Journey Map

Date	21 February 2026
Team ID	LTVIP2026TMIDS81575
Project Name	Heart Disease Analysis
Maximum Marks	2 Marks

1. Customer Journey Map

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

Stage	Need	Action	Touchpoint	Pain Point	Opportunity
Discover	Wants to understand heart disease trends	Wants to understand heart disease trends	CSV files, online datasets	Data is scattered	Single interactive heart disease dashboard
Explore	Needs insights by age, gender, and lifestyle factors	Manually browses charts and tables	Spreadsheets, BI tools	Time-consuming and confusing	Filter-enabled Tableau dashboard
Engage	Wants to compare risk factors and conditions	Tries custom visualizations	Excel formulas	Lacks interactivity	Pre-built price/spec dashboard
Decide	Prepares insights for healthcare decisions	Takes screenshots and summarizes findings	Presentations, reports	Dry data storytelling	Use Tableau story points with captions