Customer Journey Map: Measuring the Pulse of Prosperity

This document outlines the customer journey map for the project 'Measuring the Pulse of Prosperity: An Index of Economic Freedom Analysis'. It is designed to track how different stakeholders interact with the project and identify opportunities for improving their experience.

# 1. Customer Journey Stages

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| --- | --- | --- | --- | --- | --- |
| Stage | Customer Goal | Touchpoints | Customer Actions | Pain Points | Opportunities |
| Awareness | Understand what economic freedom means and its relevance to prosperity | Social media, Blogs, Research papers, Newsletters, Public talks | Sees campaign or article; gets intrigued by the title and relevance to prosperity | Overload of similar info; vague definitions | Use infographics, videos, and real-world examples to spark interest |
| Interest | Explore what the Index is and why it matters | Website, Brochures, Webinars, YouTube videos | Visits the project site, watches intro videos, reads summary reports | Technical jargon; lack of localized context | Offer simplified summaries, glossary, and region-specific examples |
| Consideration | Dive deeper into the components and how it affects personal or national growth | Interactive dashboard, FAQ, case studies | Reads index methodology, uses filters to check data by country/state | Overwhelming data; unclear how to interpret graphs | Interactive tutorials, storytelling (case examples), tooltips |
| Engagement | Analyze, compare and generate insights from the index | Tableau dashboards, downloadable reports, comparison charts | Interacts with visualizations, downloads reports, shares insights | Limited customization, slow load times | Allow downloadable insights, country-specific dashboards, "compare with my region" tool |
| Feedback | Share opinions, discuss findings or ask questions | Surveys, comment forms, webinars, discussion forums | Posts queries, joins webinars, submits feedback | No clear response from team; feedback goes unnoticed | Open Q&A sessions, AI chatbot support, visible user suggestions page |
| Advocacy | Recommend the index as a useful policy or academic tool | Social media shares, research citations, academic presentations | Shares findings, writes blogs, uses in research | Lacks social proof or credentials; limited language support | Provide certifications, multilingual reports, shareable content packs |

# 2. Persona Focus

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Persona | Name | Needs | Goals | Frustrations |
| Policy Analyst | Rakesh | Reliable, comparable data on economic freedoms | Shape effective, growth-oriented policies | Hard to extract meaningful policy signals from raw data |
| Student | Anjali | Understand key economic freedom concepts | Use the index in a class project | Struggles with complex economic terms and visualization tools |

# 3. Tools & Channels Used

- Tools: Tableau dashboard, downloadable reports (PDF/Excel), interactive infographics

- Channels: Website, social media, webinars, public datasets (e.g., World Bank, IMF), mobile alerts

- Support: FAQs, email support, chatbot, live webinars