

Project Design Phase-II

Customer Journey Map

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Team ID	PNT2025TMID01141
Project Name	Global Malnutrition Trends: A Power BI Analysis (1983-2019)

Customer Journey Map Template:

Scenario: [Existing experience through a product or service]	Enter How does someone become aware of this service?	Engage What do people typically experience as the process finishes?	Exit 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?	Discovering the Analysis Users find the analysis tool through social media, or a research paper.	Exploring Related Content They find related articles, videos, or podcasts that provide more context on the topic.	Learning from Success Stories Users see case studies or testimonials that highlight the benefits of the analysis tool.
Interactions What interactions do they have at each step along the way? <ul style="list-style-type: none">People: Who do they see or talk to?Places: Where are they?Things: What digital touchpoints or physical objects do they use?	Accessing the Dashboard Users open the Power BI dashboard on a web browser or mobile app.	Understanding Navigation They explore the dashboard's layout, filters, and data visualizations.	Getting Started with Tutorials Users watch a video tutorial or read a guide to learn how to use the dashboard effectively.
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")	Filtering and Analyzing Data Users apply filters to narrow down data and identify trends or anomalies.	Generating Insights and Reports They create and share reports with stakeholders to communicate findings.	Exporting and Sharing Findings Users export data and share reports with stakeholders to facilitate collaboration.
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	Finalizing Reports Users receive and review the final report before it is submitted.	Validating and Verifying Data They ensure data accuracy and relevance, and cross-check with other sources.	Presenting Insights to Stakeholders Users share their findings with stakeholders, providing context and recommendations.
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	Revisiting for Updated Data Users encounter data refresh errors or delays, leading to frustration.	Providing Feedback and Suggestions Users submit feedback forms or suggestions, but feel their input is not valued.	Applying Insights to New Research Users struggle to integrate findings into their existing workflow or research process.
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	Collaborating with Other Researchers Users collaborate with other researchers to share insights and resources.	Customizing Dashboards Users customize their dashboards to focus on specific data points or metrics.	Automating Data Refresh Users automate data refresh processes to ensure they always have the latest information.