

Project Design Phase-II  
Customer Journey Map

Date	10 March 2025
Team ID	PNT2025TMID07064
Project Name	Prediction plant growth stages with environment and management data using power BI

Customer Journey Map Template:

<div>Scenario: [Existing experience through a product or service]</div>	<div><b>Entice</b> How does someone become aware of this service?</div>	<div><b>Enter</b> What do people experience as they begin the process?</div>	<div><b>Engage</b> In the core moments in the process, what happens?</div>	<div><b>Exit</b> What do people typically experience as the process finishes?</div>	<div><b>Extend</b> What happens after the experience is over?</div>
<div><b>Experience steps</b> What does the person (or people) at the center of this scenario typically experience in each step?</div>	<div>Discovering the AnalysisExploring Related ContentLearning from Success Stories</div>	<div>Accessing the DashboardUnderstanding NavigationGetting Started with Tutorials</div>	<div>Filtering and Analyzing DataGenerating Insights and ReportsExporting and Sharing Findings</div>	<div>Finalizing ReportsValidating and Verifying DataPresenting Insights to Stakeholders</div>	<div>Revisiting for Updated DataProviding Feedback and SuggestionsApplying Insights to New Research</div>
<div><b>Interactions</b> What interactions do they have at each step along the way?  ■ <b>People:</b> Who do they see or talk to? ■ <b>Places:</b> Where are they? ■ <b>Things:</b> What digital touchpoints or physical objects do they use?</div>	<div>Marketing teams, Researchers  Social media platforms, Academic conferences  Blog articles, Online surveys, Email newsletters</div>	<div>Researchers in laboratories, Data analysts, Policy makers, Government agencies, Industry partners  Power BI portal, Help center, Online documentation, YouTube tutorial  This program will help with data visualization, or research reports that provide an overview of the data insights.</div>	<div>Customer support, Online community members  Data in spreadsheets, Factor researchers  Power BI portal, Help center, Online documentation, YouTube tutorial  Interact with colleagues, email, forums, or chat support to resolve issues.</div>	<div>Colleagues  Research advisors  Supervisors  Researchers collaborate all colleagues or supervisors to inspect findings.  Data visualization dashboards  Cloud storage platforms  Power BI workspace  They use within the Power BI workspace to generate visualizations for better analysis.  They manipulate data through charts, tables, and exporting data to generate insights.</div>	<div>Collaborate with other researchers  Editors, Stakeholders  Data present findings to management or submit reports for academic review.  Community members, Advisory groups  Data scientists, Platform developers  Users discuss findings in online forums or provide feedback to platform developers.  Online forums, Research consortiums  Power BI feedback channels  Online research platforms and global health initiatives.  They subscribe to newsletters, Email, feedback channels, or participate in webinars.</div>
<div><b>Goals &amp; motivations</b> At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")</div>	<div>Help me find relevant data or research trends.  Help me avoid missing key or critical trends in research.  Help me avoid outdated or irrelevant data.</div>	<div>Help me understand how to navigate and use the dashboard efficiently.  Help me avoid missing important insights due to lack of familiarity with the platform.</div>	<div>Help me avoid missing key findings or how to use the data.  Help me quickly locate relevant data for my research or policy decisions.</div>	<div>Help me present my findings clearly and effectively.  Help me ensure data accuracy in my reporting.  Help me collaborate with others and share my insights.</div>	<div>Help me stay updated with the latest information data.  Help me track the impact of my research or policy recommendations.  Help me connect with other experts and organizations in the field.</div>
<div><b>Positive moments</b> What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?</div>	<div>Discovering an exciting data visualization or trend that challenges their previous knowledge.  Engaging with a community of researchers and sharing their findings.  Finding valuable insights from the UNICEF data that aligns with their research.</div>	<div>The dashboard is easy to navigate and use, allowing them to explore data without extensive training.  Finding useful insights from the data that they can apply to their research.  The presence of social features like comments and shares encourages them to engage with others.</div>	<div>Easy to use filtering and visualization tools.  Ability to compare multiple datasets or time periods in a few clicks.  Seamless integration with external data like Big Data, Tableau, Google Sheets.</div>	<div>High quality, customizable report exports.  Clear data visualizations and accurate results.  Encouragement to contribute to the field by sharing their findings and insights.</div>	<div>Recognition for contributions to the field.  Regularly updated datasets keeping users engaged.  Opportunities to contribute to future research endeavors.</div>
<div><b>Negative moments</b> What steps does a typical person find frustrating, confusing, unengaging, costly, or time-consuming?</div>	<div>Overwhelming amount of data without a clear path to filter or analyze.  Difficulty in understanding the data without proper guidance or tooltips.  Lack of immediate clear answers or insights when needed for quick decisions.</div>	<div>The learning curve is steep, leading to frustration, especially for those new to the platform.  Some filters or features are unclear or difficult to use, leading to confusion.  Users experience lag or slow response times when loading large datasets.</div>	<div>Difficulty in converting data into actionable insights.  Lack of collaboration options for reports.  Absence of customized templates or reporting features.</div>	<div>The format is not user-friendly when exporting.  Data recommendations or insights are not clear or actionable.  Lack of user-friendly methods for sharing the data across various platforms.</div>	<div>Lack of updates or support in new data.  Inability to integrate with other research tools or platforms.  Limited communication channels for feedback.</div>
<div><b>Areas of opportunity</b> How might we make each step better? What ideas do we have? What have others suggested?</div>	<div>Improve dashboard navigation and filtering options.  Provide a guided onboarding experience for new users.  Implement a summary dashboard to highlight key insights and trends.</div>	<div>Enhance the dashboard's performance by optimizing data loading and navigation.  Optimize the dashboard's layout and design for better readability.  Provide a simplified version of the dashboard for users who need a quick overview.</div>	<div>Improve data visualization tools and filters.  Include collaborative features for reports.  Provide predefined templates for common research reports.  Introduce AI-driven insights and automated data summaries.</div>	<div>Offer multiple report formats (PDF, CSV, PowerPoint).  Enable easy sharing of interactive reports with stakeholders.  Provide data validation checks for accuracy and reliability.</div>	<div>Implement a feedback mechanism for continuous improvement.  Send periodic email updates or newsletters with new features and data releases.  Develop a user community forum for sharing insights and best practices.</div>
<div>Product School</div>					<div>See an example</div>