

# Customer Journey Map

Comprehensive Analysis and Dietary Strategies – A College Food Choices Case Study



Step 1

Awareness



Step 2

Accessing the System



Step 3

Exploring Dashboard



Step 4

Insight & Strategy

## Stage 1: Awareness

### What Happen?

- Student realises unhealthy eating habits
- **User Actions:**
  - Notices weight gain / low energy
  - Searches about healthy diet

### User Feelings:

- 😞 **Confused**
- 😟 **Concerned** about health

## Step 2: Accessing the System

### What Happens:

- Runs the web app
- Views dashboard
- Reads project description

### User Feelings:

- Confused 😞
- Concerned about health 😟

### User Feelings:

- 😊 Curious
- 😊 Interested

## Step 3: Exploring Dashboard

### What Happens?

- Uses filters (Gender, Eating Out, etc.)
- Views bar charts and pie charts
- Observes food habit patterns

### User Feelings:

- Curious 😊
- Interested 😊

### User Feelings:

- 😊 Simple UI and clear title
- 😊 Informed

## Step 4: Insight & Strategy

### What Happens?

- Analyze intake of unhealthy foods
- Reads dietary strategy tips
- Develops healthier eating habits

### Opportunities:

- Simple UI and clear title improves engagement

### Opportunities:

- 💡 Suggest strategies for healthier
- 🦋 Empowered