

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 Happens?

- 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