






Project Design Phase-II  
Customer Journey Map

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Team ID	PNT2025TMID6722
Project Name	Global Food Production Trend and Analysis a comprehensive study from 1961 to 2023 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><b>Discovering the Analysis</b> Users find the product's research angles, initial metrics, or discussions.</div> <div><b>Exploring Related Content</b> They read blogs, reports, or academic papers mentioning the analysis.</div> <div><b>Learning from Success Stories</b> Users view case studies or how others benefited from their insights.</div>	<div><b>Accessing the Dashboard</b> Users open the Power BI dashboard on a site or research portal.</div> <div><b>Understanding Navigation</b> They explore features, data sources, and filters with guidance.</div> <div><b>Getting Started with Tutorials</b> Users watch tutorials or are guided for dashboard navigation.</div>	<div><b>Filtering and Analyzing Data</b> Users apply filters to view trends by country, region, or demographics.</div> <div><b>Generating Insights and Reports</b> They create visual reports and compare measurements over time.</div> <div><b>Exporting and Sharing Findings</b> Users export insights and share reports with key stakeholders.</div>	<div><b>Finalizing Reports</b> Users review and approve final reports before submission.</div> <div><b>Validating and Verifying Data</b> They ensure data accuracy and alignment with their research goals.</div> <div><b>Presenting Insights to Stakeholders</b> Users share their findings with policymakers, NGOs, and research groups.</div>	<div><b>Revisiting for Updated Data</b> Users return to check new information and insights.</div> <div><b>Providing Feedback and Suggestions</b> They submit feedback to improve dashboard functionality.</div> <div><b>Applying Insights to New Research</b> Users integrate findings into future studies and policy recommendations.</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><b>Research groups, Researchers</b> Social media platforms, Academic conferences</div> <div><b>Influencers, Policyholders, Journalists</b> Government websites, Industry webinars</div> <div><b>Researchers or academics</b> Online courses and webinars, peer-reviewed reports, or forums where they discuss findings or theories.</div>	<div><b>Customer support, Online community members</b> Data analysts, Fellow researchers</div> <div><b>Power BI guide, Help center, Online documentation, YouTube tutorial</b> Power BI guide, Help center, Online documentation, YouTube tutorial</div> <div><b>Visual the Power BI points, key metrics, or key insights</b> Visual the Power BI points, key metrics, or key insights</div>	<div><b>Colleagues</b> Data visualization dashboards</div> <div><b>Research advisors</b> Cloud storage platforms</div> <div><b>Supervisors</b> Power BI workspace</div> <div><b>Researchers or academics</b> They work within the Power BI workspace or share data with others.</div> <div><b>They compile data</b> They compile data through charts, tables, and exporting data to generate insights.</div>	<div><b>Colleagues with other researchers</b> Editors, Stakeholders</div> <div><b>Academic journals</b> Summaries of policy reports, Professional conferences</div> <div><b>Users present findings</b> They publish results in journals, government reports, or conferences.</div>	<div><b>Community members, Advisory groups</b> Data scientists, Platform developers</div> <div><b>Online forums, Research communities</b> Power BI feedback channels</div> <div><b>Users discuss findings</b> Users discuss findings in online forums or provide feedback to platform developers.</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><b>Help me find reliable data on various trends.</b></div> <div><b>Help me avoid missing out on relevant trends or research.</b></div> <div><b>Help me avoid cluttered or unstructured data.</b></div>	<div><b>Help me understand how to navigate and use the dashboard efficiently.</b></div> <div><b>Help me avoid wasting time figuring out how to use the tool.</b></div> <div><b>Help me understand important insights and trends in my research or project.</b></div>	<div><b>Help me understand meaningful insights from my research or policy decisions.</b></div> <div><b>Help me customize the data to my specific needs.</b></div> <div><b>Help me visualize and compare different findings with other sources.</b></div>	<div><b>Help me present my findings clearly and effectively.</b></div> <div><b>Help me ensure data accuracy in my reporting.</b></div> <div><b>Help me collaborate with others and refine my insights.</b></div>	<div><b>Help me stay updated with the latest information.</b></div> <div><b>Help me track the impact of my research or policy recommendations.</b></div> <div><b>Help me connect with other experts and organizations in the field.</b></div>
<div><b>Positive moments</b> What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?</div>	<div><b>Discovering or exploring new research angles or trends that interest them.</b></div> <div><b>Engaging with a community that discusses trends or provides insights.</b></div> <div><b>Receiving positive feedback or recognition for their analysis.</b></div>	<div><b>The dashboard is intuitive, making it easy to explore data without extensive training.</b></div> <div><b>Filtering useful insights and global indicators that simplify the process.</b></div> <div><b>The presence of voice search or translation features that enhance the user experience.</b></div>	<div><b>Easy to use filtering and visualization tools.</b></div> <div><b>Ability to compare multiple datasets or time periods for better insights.</b></div> <div><b>Seamless integration with external tools like Google, Outlook, or social media.</b></div>	<div><b>High-quality, customizable report exports.</b></div> <div><b>Clear, concise guidelines and support resources.</b></div> <div><b>Encouragement to contribute to the community or share insights.</b></div>	<div><b>Recognition for contributions to the field.</b></div> <div><b>Regularly updated datasets keeping users engaged.</b></div> <div><b>Initiatives to reduce research collaboration or costs.</b></div>
<div><b>Negative moments</b> What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?</div>	<div><b>Overwhelming amount of data without a clear starting point for analysis.</b></div> <div><b>Difficulty in understanding the data without proper guidance or context.</b></div> <div><b>Lack of awareness about the dashboard's features, leading to missed opportunities.</b></div>	<div><b>The learning curve feels steep due to the complexity of the interface.</b></div> <div><b>Some filters or features are unclear, leading to inaccurate insights.</b></div> <div><b>Users experience lag or slow response times when loading large datasets.</b></div>	<div><b>Difficulty in connecting to external data sources.</b></div> <div><b>Lack of customization options for reports.</b></div> <div><b>Absence of automated trend analysis or forecasting features.</b></div>	<div><b>No formal inclusion when reporting.</b></div> <div><b>Data inconsistency or missing values across regions.</b></div> <div><b>Lack of clear feedback mechanisms for sharing constructive criticism.</b></div>	<div><b>Lack of updates or design in new data.</b></div> <div><b>Inability to integrate personalized insights into the platform.</b></div> <div><b>Limited communication channels for feedback.</b></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><b>Improve discoverability through better tags, categorization, and search filters.</b></div> <div><b>Provide a guided onboarding experience or tutorial for first-time users.</b></div> <div><b>Implement a summary dashboard or key insights section to highlight important findings.</b></div>	<div><b>Enhance the onboarding experience with interactive tutorials or webinars.</b></div> <div><b>Optimize performance to ensure smooth navigation and faster data retrieval.</b></div> <div><b>Provide a simplified view for first-time users with essential features highlighted.</b></div>	<div><b>Provide predictive analytics for trends.</b></div> <div><b>Include export options for complex datasets.</b></div> <div><b>Provide pre-built templates for common research questions.</b></div> <div><b>Introduce AI-driven insights and automated data summaries.</b></div>	<div><b>Offer multiple report formats (PDF, PPT, PowerPoints).</b></div> <div><b>Enable easy sharing of interactive reports or dashboards.</b></div> <div><b>Provide data validation checks for accuracy and relevance.</b></div>	<div><b>Implement a feedback mechanism for continuous improvement.</b></div> <div><b>Send periodic email updates on new features and data releases.</b></div> <div><b>Develop a user community for shared learning and collaboration.</b></div>
<div>Product School: <a href="#">Download your report from Product School</a></div>	<div> See an example</div>				