

Project Design Phase-II
Customer Journey Map

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Team ID	PNT2025TMID06969
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>Entice How does someone become aware of this service?</div>	<div>Enter What do people experience as they begin the process?</div>	<div>Engage In the core moments in the process, what happens?</div>	<div>Exit What do people typically experience as the process finishes?</div>	<div>Extend What happens after the experience is over?</div>
<div>Experience steps What does the person (or people) at the center of this scenario typically experience in each step?</div>	<div>Discovering the Analysis <small>Users find the analysis via search engines, social media, or discussions.</small></div> <div>Exploring Related Content <small>They read blogs, reports, or research papers mentioning the analysis.</small></div> <div>Learning from Success Stories <small>Users view case studies or how others benefited from the analysis.</small></div>	<div>Accessing the Dashboard <small>Users open the Power BI dashboard via a link or research portal.</small></div> <div>Understanding Navigation <small>They explore features, data sources, and filters with guidance.</small></div> <div>Getting Started with Tutorials <small>Users watch tutorials or use tooltips for dashboard navigation.</small></div>	<div>Filtering and Analyzing Data <small>Users apply filters to view trends by country, region, or demographics.</small></div> <div>Generating Insights and Reports <small>They create visual reports and compare production trends over time.</small></div> <div>Exporting and Sharing Findings <small>Users export insights and share reports with key stakeholders.</small></div>	<div>Finalizing Reports <small>Users review and refine their final report before submission.</small></div> <div>Validating and Verifying Data <small>They ensure data accuracy and alignment with their research goals.</small></div> <div>Presenting Insights to Stakeholders <small>Users share their findings with policymakers, NGOs, and research groups.</small></div>	<div>Revisiting for Updated Data <small>Users return to check new data after their report is finalized.</small></div> <div>Providing Feedback and Suggestions <small>They submit feedback to improve dashboard functionality.</small></div> <div>Applying Insights to New Research <small>Users integrate findings into future studies and policy recommendations.</small></div>
<div>Interactions What interactions do they have at each step along the way? • People: Who do they see or talk to? • Places: Where are they? • Things: What digital touchpoints or physical objects do they use?</div>	<div>Marketing teams, Researchers</div> <div>Influencers, Policymakers, Academics</div> <div>Government websites, Industry websites</div> <div>Social media platforms, Academic conferences</div> <div>Blog articles, Online webinars, Email newsletters</div> <div>Video explainer, Research reports</div> <div>Researcher in a university, Policy maker in a government, Journalist in a news outlet, Academic in a research center</div> <div>Power BI portal, Help center, Online documentation, YouTube tutorial</div> <div>Power BI portal, Help center, Online documentation, YouTube tutorial</div> <div>Power BI portal, Help center, Online documentation, YouTube tutorial</div> <div>Dashboard interface, User guides</div> <div>Outstanding emails, Chat support</div> <div>Users visit online customer support community members to get advice on navigating or managing the dashboard.</div> <div>Data analysts, Fellow researchers</div> <div>Power BI portal, Help center, Online documentation, YouTube tutorial</div> <div>Power BI portal, Help center, Online documentation, YouTube tutorial</div> <div>Power BI portal, Help center, Online documentation, YouTube tutorial</div> <div>Interact with analytics across various screens or mobile applications.</div>	<div>Colleagues</div> <div>Research advisors</div> <div>Supervisors</div> <div>Requested consultants, subject matter experts, or supervisors to request findings.</div> <div>Colleagues with other researchers</div> <div>Editors, Stakeholders</div> <div>Users present findings to policymakers or stakeholders for academic review.</div> <div>Community members, Advisory groups</div> <div>Data scientists, Platform developers</div> <div>Users discuss findings or other feedback or provide feedback to platform developers.</div>	<div>Colleagues</div> <div>Research advisors</div> <div>Supervisors</div> <div>Requested consultants, subject matter experts, or supervisors to request findings.</div> <div>Colleagues with other researchers</div> <div>Editors, Stakeholders</div> <div>Users present findings to policymakers or stakeholders for academic review.</div> <div>Community members, Advisory groups</div> <div>Data scientists, Platform developers</div> <div>Users discuss findings or other feedback or provide feedback to platform developers.</div>	<div>Colleagues</div> <div>Research advisors</div> <div>Supervisors</div> <div>Requested consultants, subject matter experts, or supervisors to request findings.</div> <div>Colleagues with other researchers</div> <div>Editors, Stakeholders</div> <div>Users present findings to policymakers or stakeholders for academic review.</div> <div>Community members, Advisory groups</div> <div>Data scientists, Platform developers</div> <div>Users discuss findings or other feedback or provide feedback to platform developers.</div>	<div>Colleagues</div> <div>Research advisors</div> <div>Supervisors</div> <div>Requested consultants, subject matter experts, or supervisors to request findings.</div> <div>Colleagues with other researchers</div> <div>Editors, Stakeholders</div> <div>Users present findings to policymakers or stakeholders for academic review.</div> <div>Community members, Advisory groups</div> <div>Data scientists, Platform developers</div> <div>Users discuss findings or other feedback or provide feedback to platform developers.</div>
<div>Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")</div>	<div>Help me find reliable data on production trends.</div> <div>Help me avoid missing out on critical trends or research.</div> <div>Help me avoid confusion or misinterpretation.</div>	<div>Help me understand how to navigate and use this dashboard efficiently.</div> <div>Help me avoid wasting time figuring out how to use the tool.</div>	<div>Help me extract meaningful insights for my research or policy decisions.</div> <div>Help me customize the data to fit my specific needs.</div> <div>Help me validate and cross-reference findings with other sources.</div>	<div>Help me present my findings clearly and effectively.</div> <div>Help me ensure data accuracy in my reporting.</div> <div>Help me collaborate with others and refine my insights.</div>	<div>Help me stay updated with the latest production data.</div> <div>Help me track the impact of my research or policy recommendations.</div> <div>Help me connect with other experts in the field.</div>
<div>Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?</div>	<div>Discovering or exploring an interactive Power BI dashboard that provides immediate insights.</div> <div>Engaging with a community that discusses trends and implications of the data.</div> <div>Receiving immediate feedback from the Power BI dashboard on the accuracy of the analysis.</div>	<div>The dashboard is intuitive, making it easy to explore data without extensive training.</div> <div>Receiving useful tooltips and guided instructions that simplify the process.</div> <div>The presence of a search function helps users find relevant data quickly.</div>	<div>Free to use filtering and visualization tools.</div> <div>Ability to compare multiple countries or time periods in the charts.</div> <div>Seamless integration with external tools like Excel, Tableau, Google Sheets.</div>	<div>High quality, customizable report reports.</div> <div>Clear data visualizations and accurate results.</div> <div>Encouragement to contribute to open data initiatives and research.</div>	<div>Recognition for contributions to the field.</div> <div>Regularly updated datasets, keeping users engaged.</div> <div>Initiatives to facilitate research collaborations or events.</div>
<div>Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?</div>	<div>Overwhelming amount of data without a clear starting point for analysis.</div> <div>Difficulty in accessing step-by-step guidance or tooltips.</div> <div>Lack of awareness about the dashboard's features, leading to missed opportunities.</div>	<div>The learning curve feels steep due to the complexity of the interface.</div> <div>Some filters or features are unclear, leading to frustration in getting accurate insights.</div> <div>Limited export options or slow response time when saving large datasets.</div>	<div>Difficulty in converting socioeconomic factors.</div> <div>Lack of customization options for reports.</div> <div>Absence of automated trend analysis or forecasting features.</div>	<div>File format limitations when exporting.</div> <div>Data inconsistency or missing values in some regions.</div> <div>Lack of user-friendly methods for sharing interactive versions of the dashboard.</div>	<div>Lack of updates or delays in new data.</div> <div>Inability to integrate with external tools or APIs.</div> <div>Limited communication channels for feedback.</div>
<div>Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?</div>	<div>Improve discoverability through guided tours, tooltips, and contextual help.</div> <div>Provide a guided onboarding experience or tutorial for first-time users.</div> <div>Implement a summary dashboard highlighting key insights and trends.</div>	<div>Enhance the onboarding experience with interactive tutorials or webinars.</div> <div>Optimize performance to ensure smooth navigation and faster data retrieval.</div> <div>Provide a simplified mode for first-time users with essential features highlighted.</div>	<div>Provide predictive insights for trends.</div> <div>Integrate API endpoints for complex integrations.</div> <div>Provide pre-built templates for common research queries.</div> <div>Enhance data visualization and interactive features.</div>	<div>Offer multiple export formats (CSV, PDF, PowerPoint).</div> <div>Enable easy sharing of interactive reports or dashboards.</div> <div>Provide data validation checks for accuracy and errors.</div>	<div>Implement a feedback mechanism for continuous improvement.</div> <div>Send periodic email updates on dashboard trends and data releases.</div> <div>Develop a user community for shared learning and collaboration.</div>
<div>Product School</div>	<div> See an example</div>				