

COUNTRY JOURNEY MAP

This journey map outlines how students analyze campus dietary patterns moving from scattered data collection to interactive Tableau dashboards

Stage	Need	Action	Touchpoint	Pain Point	Opportunity
Discover	Wants to understand food habits & diet trends on campus	Collects survey responses, food logs	Google Forms, CSV Files	Data is unstructured and scattered	Centralized Tableau dashboard
Explore	Needs insights on health perception and diet type	Manually explores tables and charts	Excel, Google Sheets	Time-consuming, not insightful enough	Interactive and filterable Tableau visuals
Engage	Wants to compare health status vs food choices	Tries basic pivot tables, charts	Excel, Basic BI Tools	Lacks deep interactivity and correlation	Correlation-ready Tableau dashboards
Decide	Needs to present findings or take action	Screenshots graphs, builds slides	PPTs, PDFs	Lacks compelling storytelling	Use Tableau Story Points for narrative visuals