

Project Design Phase-II

Customer Journey Map

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Team ID	PNT2025TMID02739
Project Name	Global Food Production Trend and Analysis a comprehensive study from 1961 to 2023 using power BI

Customer Journey Map Template:

Scenario: [Existing experience through a product or service]	 Entice How does someone become aware of this service?	 Enter What do people experience as they begin the process?	 Engage In the core moments in the process, what happens?	 Exit What do people typically experience as the process finishes?	 Extend What happens after the experience is over?										
 Experience steps What does the person (or people) at the center of this scenario typically experience in each step?	Discovering the Analysis Users find the analysis in research papers, social media, or discussions.	Exploring Related Content They read blogs, reports, or academic papers mentioning the analysis.	Learning from Success Stories Users see case studies on how others benefited from the insights.	Accessing the Dashboard Users open the Power BI dashboard on a site or research portal.	Understanding Navigation They explore features, data sources, and filters with guidance.	Getting Started with Tutorials Users watch tutorials or use tooltips for dashboard navigation.	Filtering and Analyzing Data Users apply filters to view trends by country, region, or demographic.	Generating Insights and Reports They create visual reports and compare information trends over time.	Exporting and Sharing Findings Users export insights and share reports with key stakeholders.	Finalizing Reports Users review and submit their final report before submission.	Validating and Verifying Data They ensure data accuracy and alignment with their research goals.	Presenting Insights to Stakeholders Users share their findings with policymakers, NGOs, and research groups.	Revisiting for Updated Data Users return to check new visualization data and insights.	Providing Feedback and Suggestions They submit feedback to improve dashboard functionality.	Applying Insights to New Research Users integrate findings into future studies and policy recommendations.
 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?	Marketing teams, Researchers Social media platforms, Academic conferences Blog articles, Online ads, Email newsletters	IT Support, Policy Experts, Journalists Government websites, Industry webinars Video explainers, Research reports	Customer support, Online community members Power BI portal, Help center, Online chat, Mentors, YouTube tutorial Dashboard interface, User guides	Data analysts, Fellow researchers Power BI portal, Help center, Online chat, Mentors, YouTube tutorial Interactive charts	Colleagues Data visualization dashboards Interactive charts	Research editors Cloud storage platforms Reporting tools	Supervisors Power BI workspace Data tables	Researchers collaborate with colleagues or supervisors to interpret findings or researchers to interpret findings. They work within the Power BI workspace or use external platforms for further analysis. They manipulate data through charts, tables, and reporting tools to generate insights.	Collaborate with other researchers Editors, Stakeholders Government policy reports, Professional conferences Online guides, Publishing platforms	Users present findings to policymakers or stakeholders for decision review. They publish results in journals, government reports, or at conferences. They use external guidelines and downloadable reports to ensure accurate documentation.	Community members, Advisory groups Data scientists, Platform developers Online forums, Research consortiums Newsletters, Feedback surveys	Users discuss findings in online forums or provide feedback to platform developers. Online research platforms and global health initiatives. They subscribe to newsletters, email feedback surveys, or participate in webinars.			
 Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")	Help me find reliable data on nutritional trends. Help me understand why trends are changing over time.	Help me avoid missing out on relevant research. Help me avoid outdated or unverified data.	Help me understand how to navigate and use the dashboard efficiently. Help me avoid missing key findings or how to use the tool.	Help me extract meaningful insights for my research or policy decisions. Help me customize data to fit my specific needs.	Help me visualize meaningful insights for my research or policy decisions. Help me customize data to fit my specific needs.	Help me extract meaningful insights for my research or policy decisions. Help me customize data to fit my specific needs.	Help me visualize meaningful insights for my research or policy decisions. Help me customize data to fit my specific needs.	Help me extract meaningful insights for my research or policy decisions. Help me customize data to fit my specific needs.	Help me visualize meaningful insights for my research or policy decisions. Help me customize data to fit my specific needs.	Help me extract meaningful insights for my research or policy decisions. Help me customize data to fit my specific needs.	Help me visualize meaningful insights for my research or policy decisions. Help me customize data to fit my specific needs.	Help me extract meaningful insights for my research or policy decisions. Help me customize data to fit my specific needs.	Help me visualize meaningful insights for my research or policy decisions. Help me customize data to fit my specific needs.	Help me extract meaningful insights for my research or policy decisions. Help me customize data to fit my specific needs.	Help me visualize meaningful insights for my research or policy decisions. Help me customize data to fit my specific needs.
 Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	Discovering an insightful report that provides immediate insights. Engaging with a community that shares trends and visualizations of the data. Finding credible sources like WHO and UNICEF linked within the analysis.	The dashboard is intuitive, making it easy to explore data without extensive training. Finding useful tooltips and guided instructions that simplify the process. The presence of a secure system to ensure that sensitive data is safe and accessible.	Easy to use filtering and visualization tools. Ability to compare multiple countries or time periods in a few clicks. Seamless integration with external tools like Excel, Tableau, Google Sheets.	High quality, customizable report reports. Clear, clean guidelines and source credibility. Encouragement to contribute to the field.	Recognition for contributions to the field. Regularly updated datasets keeping users engaged. Incentives to explore research collaborations or events.										
 Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	Overwhelming amount of data without clear starting point for analysis. Difficulty in understanding the data without proper guidance or tooltips. Lack of awareness about the extensive data dashboard, leading to missed opportunities.	The learning curve feels steep due to the complexity of the interface. Some filters or features are unclear, leading to confusion or getting inaccurate insights. Users experience lag or slow response times when loading large datasets.	Difficulty in connecting socioeconomic factors. Lack of customization options for reports. Absence of automated trend analysis or forecasting features.	The format includes where reporting. Data recommendations or missing relevant data regions. Lack of user-friendly methods for sharing interactive versions of the dashboard.	Lack of updates or design in new data. Inability to integrate geospatial insights into the platform. Limited communication channels for feedback.										
 Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	Improve discoverability through better tags, organization, and search filters. Provide a guided onboarding experience or tutorial for first-time users. Implement a currency update system to keep data relevant and up-to-date.	Enhance the onboarding experience with interactive tutorials or webinars. Optimize performance to ensure smooth navigation and faster data retrieval. Provide a simplified mode for first-time users with essential features highlighted.	Provide predictive analytics for trends. Include explanatory notes for complex indicators. Provide personalized templates for common report questions. Introduce AI-driven insights and automated data summaries.	Offer multiple report formats (CSV, PDF, PowerPoint). Enable easy sharing of interactive reports or dashboards. Provide data validation checks for accuracy.	Implement a feedback mechanism for continuous improvement. Send periodic email updates on new features, trends and data releases. Develop a user community for shared learning and collaboration.										

 Product School

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