Requirements Analysis

Customer Journey Map Report

Date	16 June 2025
Team ID	LTVIP2025TMID49741
Project Name	Comprehensive Analysis and Dietary Strategies with Tableau: A College Food Choices Case Study

CUSTOMER JOURNEY MAP

	AWARENESS	CONSIDERATION	DECISION	ACTION	POST-ACTION
Customer Goal		Explore tools to visualize and track student nutrition patterns	Choose a data visualization platform to monitor in mprove dietary trends	Implement visual dashboards and monitor student data	Evaluate impact adjust strategies, and plan next interventions
Touchpoints		Research on tools le.g. Tableau. workshops health committee meetings	Tableau trials, case studies peer recommendations	Tableau dashboards, KPI alerts student reports	Fellow-up dashboards wellness program feedback
Experience		Curious but overwhelmed by data complexity	Confident in Tableau's inferctive dashboard capabilities	Empowered to make decisions based on trends and alerts	Reflects on dashboard insights and makes recommendations for next semester
Pain Points		No integrated system for diet tracking	Budget limitations, training neleds for Tableau	Time consuming data cleaning Interpreting visualizations	Difficulty measuring long-temmin change
Opportunities		Educate stakel-olders about dietary data value	Show past success stories and perdicted Impact	Automate data updates scheduls alerts	Expand dashboards with advanced analytiss and student:ievel personalization

Customer Persona:University Health & Wellness Administrator

Stage	Awareness	Consideration	Decision	Action	Post-Action
Customer Goal	Recognize issues in student dietary habits	Explore tools to visualize and track student nutrition patterns	Choose a data visualization platform to monitor and improve dietary trends	Implement visual dashboards and monitor student data	Evaluate impact, adjust strategies, and plan next interventions
Touchpoints	Campus surveys, academic reports, health complaints	Research on tools (e.g., Tableau), workshops, health committee meetings	Tableau trials, case studies, peer recommendations	Tableau dashboards, KPI alerts, student reports	Follow-up dashboards, wellness program feedback
Experience	Frustrated with lack of real-time insights	Curious but overwhelmed by data complexity	Confident in Tableau's interactive dashboard capabilities	Empowered to make decisions based on trends and alerts	Reflects on dashboard insights and makes recommendations for the next semester
Pain Points	No integrated system for diet tracking	Hard to connect food behavior with health outcomes	Budget limitations, training needs for Tableau	Time-consuming data cleaning, interpreting visualizations	Difficulty measuring long-term behavior change
Opportunities	Educate stakeholders about dietary data value	Offer Tableau training sessions to the team	Show past success stories and predicted impact	Automate data updates, schedule alerts	Expand dashboards with advanced analytics and student-level personalization

Key Insights:

- Administrators feel empowered when using **visual, real-time dashboards** for health decisions.
- The use of Tableau improves **data-driven intervention**, especially in campaigns for healthy eating and vitamin use.
- Continuous feedback and dashboard updates help maintain engagement and increase long-term impact.