

# Project Design Phase-II

## Customer Journey Map

Date	1 March 2025
Team ID	PNT2025TMID04288
Project Name	Global Food Production Trends and Analysis
Maximum Marks	4 Marks

## Customer Journey Map

### User journey map

User steps	Entice		Enter		Engage		Exit		Exchange	
Steps	Stakeholders hear about food production issues and want data to make informed decisions		They access the Power BI dashboard and start exploring key trends.		They analyze production trends, compare countries, and identify risks		They generate reports, extract insights, and strategize actions.		They share insights, recommend improvements, and track impact	
Interactions	News, research papers, government reports, food industry conferences.	Conversations with policymakers, analysts, and farmers	Access Power BI Dashboard	Filter data by year, region, crop type, and production metrics	Compare global vs. local food production trends.	Use forecasting models, visual charts, and KPIs	Generate reports for stakeholders.	Recommend policies based on insights	Share reports via presentations	Share reports via presentations
Goals & Motivations	Help me understand global food security trends		Help me find the right dataset for my country/crop of interest.		Help me compare trends and make predictions for the future.		Help me generate meaningful reports and take action		Help me track long-term impact and improve the analysis	
Positive moments	Finding a single platform with all historical data	Discovering interactive visuals that simplify insights.	Quickly filtering data to get precise trends.	User-friendly dashboard interface	Ability to compare multiple regions at once	AI-powered forecasting features	Seeing clear data-driven insights for decision-making.	Easy-to-export reports	Getting positive feedback from policymakers	Seeing impact through improved food security strategies
Negative Moments	Difficulty in finding trustworthy data sources.	Too much raw data without proper visualization.	Struggling to find specific datasets.	Loading speed issues with large datasets.	Unclear correlation between different production factors.	Need for deeper statistical analysis	Reports lack customization options	No automated recommendations for actions	Keeping the data updated requires manual effort.	Need for integration with other platforms
Areas of opportunity	Offer a data catalog explaining available datasets	Add a learning guide for new users.	Improve dashboard loading speed for large datasets.	Provide guided filters for first-time users.	Introduce AI-driven insights for trend predictions	Add a regional comparison tool	Enhance custom report generation features	Provide actionable policy recommendations	Enable automated updates for real-time tracking.	Improve integration with other BI tools.