

Date	28 June 2025
Team ID	LTVIP2025TMID50890
Project Name	Comprehensive Analysis and Dietary Strategies with Tableau: A College Food Choices Case Study
Maximum Marks	4 Marks

4. Student Journey Map

The Customer Journey Map outlines the **end-to-end experience of a student user** engaging with the dietary analysis dashboard. This visualization helps identify key touchpoints, emotional responses, and areas for improving engagement and usability of the system.

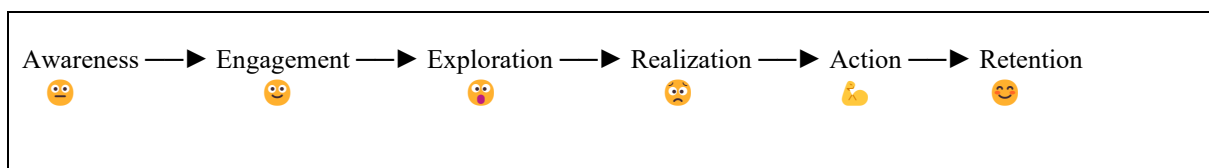
4.1 Journey Stages Overview

Stage	Student Actions	Touchpoints	Emotions	Opportunities for Improvement
Awareness	Learns about the dashboard from campus wellness center, email, or peer sharing	Health workshops, campus emails, posters	Curious, Interested	Promote with engaging visuals, show key benefits at a glance
Engagement	Logs in to view personal or general dietary trends and insights	Dashboard web app (Flask), mobile view	Excited, Slightly Confused	Provide onboarding or tooltips to explain visuals
Exploration	Explores visualizations: calories, habits, preferences, deficiencies	Tableau charts, filters, story scenes	Surprised, Engaged	Allow filtering by gender, exercise, or cuisine for personalization
Realization	Discovers unhealthy patterns (e.g., high junk food, low veggies)	Interactive graphs, diet scorecard	Concerned, Reflective	Add personalized tips and suggestions
Action	Takes action: alters diet, joins health	External health links, contact forms	Motivated, Empowered	Integrate links to campus dietitians or meal plan generators

Stage	Student Actions	Touchpoints	Emotions	Opportunities for Improvement
	program, shares insights			
Retention	Re-visits the dashboard periodically to check progress	Browser bookmarks, mobile access	Confident, Satisfied	Set reminders or allow saving progress snapshots

4.2 Visual Journey Summary

Here's a visual breakdown of the student's emotional journey across stages:



4.3 Key Takeaways from the Journey

- Students experience **increased emotional investment** once they start identifying real issues through visuals.
- Dashboards must be **intuitive and context-aware** to sustain engagement.
- There's a strong opportunity to use **data storytelling** for improving student health outcomes.
- **Timely guidance** (based on data insights) can convert awareness into sustainable action.