

Project Design Phase-II
Customer Journey Map

Date	13 March 2025
Team ID	PNT2025TMID02575
Project Name	Global Food Production Trend and Analysis a comprehensive study from 1961 to 2023 using power BI

Customer Journey Map Template:

<div>Scenario: [Existing experience through a product or service]</div>	<div>Entice How does someone become aware of this service?</div>	<div>Enter What do people experience as they begin the process?</div>	<div>Engage In the core moments in the process, what happens?</div>	<div>Exit What do people typically experience as the process finishes?</div>	<div>Extend What happens after the experience is over?</div>
<div>Experience steps What does the person (or people) at the center of this scenario typically experience in each step?</div>	<div><div>Discovering the Analysis</div><div>Exploring Related Content</div><div>Learning from Success Stories</div></div>	<div><div>Accessing the Dashboard</div><div>Understanding Navigation</div><div>Getting Started with Tutorials</div></div>	<div><div>Filtering and Analyzing Data</div><div>Generating Insights and Reports</div><div>Exporting and Sharing Findings</div></div>	<div><div>Finalizing Reports</div><div>Validating and Verifying Data</div><div>Presenting Insights to Stakeholders</div></div>	<div><div>Revisiting for Updated Data</div><div>Providing Feedback and Suggestions</div><div>Applying Insights to New Research</div></div>
<div>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?</div>	<div><div>Networking, Researchers</div><div>Webinars, Podcasts, Journals</div><div>Researcher or publisher conference and media, press conferences, in-person or virtual events, interviews or podcasts</div></div> <div><div>Social media platforms, Academic conferences</div><div>Government websites, Industry webinars</div><div>Blog articles, Online news, Email newsletters</div></div> <div><div>Video explainers, Research papers</div><div>This engages with key stakeholders, researchers, or associations that provide resources and insights.</div></div>	<div><div>Customer support, Online community members</div><div>Data Analysts, Policy researchers</div><div>Users visit core customer support community members for guidance in accessing or comparing the dashboard</div></div> <div><div>Power BI guide, Help center, Online documentation, YouTube tutorial</div><div>Power BI guide, Help center, Online documentation, YouTube tutorial</div><div>Visit the Power BI guide, help center, or online documentation to understand features.</div></div> <div><div>Dashboard interface, User guides</div><div>Delivering emails, Chat support</div><div>Interact with a virtual agent, chatbot, or other support system.</div></div>	<div><div>Collaborating</div><div>Research abstracts</div><div>Supervisors</div></div> <div><div>Data visualization dashboards</div><div>Cloud storage platforms</div><div>Power BI workbooks</div></div> <div><div>Researchers collaborate with colleagues or supervisors to interpret findings.</div><div>They visit other Power BI workbooks or research reports to gather insights.</div><div>They manipulate data through charts, tables, and exporting data to generate insights.</div></div>	<div><div>Collaborate with other researchers</div><div>Editors, Stakeholders</div><div>Users present findings to participants or submit reports for academic review.</div></div> <div><div>Academic journals</div><div>Government policy reports, Professional publications</div><div>They publish results in journals, government reports, or at conferences.</div></div> <div><div>Downloadable reports</div><div>Create a checklist, Publishing platform</div><div>They are often guidelines and downloadable reports to ensure data consistency.</div></div>	<div><div>Community members, Advisory groups</div><div>Data scientists, Platform developers</div><div>Users discuss findings in online forums or provide feedback for product development.</div></div> <div><div>Online forums, Research consortiums</div><div>Power BI feedback channels</div><div>Online research platforms and global health initiatives.</div></div> <div><div>Newsletters, Feedback surveys</div><div>Webinars, Discussion boards</div><div>This subscribe to newsletters, attend webinars, surveys, or participate in webinars.</div></div>
<div>Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")</div>	<div><div>Help me find relevant data or research trends.</div><div>Help me avoid missing key or critical trends or research.</div><div>Help me avoid outdated or irrelevant data.</div></div> <div><div>Help me understand why researchers are changing over time.</div></div>	<div><div>Help me understand how to navigate and use the dashboard efficiently.</div><div>Help me avoid missing key insights or trends in the data.</div><div>Help me understand how to interpret and use the data.</div></div> <div><div>Help me understand how to interpret and use the data.</div><div>Help me quickly make relevant decisions for research or project.</div></div>	<div><div>Help me obtain meaningful insights for my research or policy decisions.</div><div>Help me customize the data to my specific needs.</div><div>Help me visualize and interpret complex findings with other sources.</div></div>	<div><div>Help me present my findings clearly and effectively.</div><div>Help me ensure data accuracy in my reporting.</div><div>Help me collaborate with others and share my insights.</div></div>	<div><div>Help me stay updated with the latest information data.</div><div>Help me track the impact of my research or policy recommendations.</div><div>Help me connect with other experts and organizations in the field.</div></div>
<div>Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?</div>	<div><div>Discovering an exciting new research trend or finding a new insight.</div><div>Engaging with a community of researchers and sharing insights or findings.</div><div>Reading, creating, or sharing a research paper or report.</div></div>	<div><div>The dashboard is intuitive, easy to use, and provides a clear overview of the data.</div><div>Reading and interpreting data is easy and provides a clear overview of the data.</div><div>The presence of a clear and concise summary of the data is helpful.</div></div>	<div><div>Easy to use filtering and visualization tools.</div><div>Ability to compare data across different time periods in a few clicks.</div><div>Seamless integration with other data sources, such as Excel, Tableau, Google Sheets.</div></div>	<div><div>High quality, customizable report exports.</div><div>Clear data visualizations and source credibility.</div><div>Encouragement to contribute to the data or share findings.</div></div>	<div><div>Recognition for contributions to the field.</div><div>Regularly updated datasets keeping users engaged.</div><div>Initiatives to include research collaborations or events.</div></div>
<div>Negative moments What steps does a typical person find frustrating, confusing, annoying, costly, or time-consuming?</div>	<div><div>Overwhelming amount of data without a clear path to find what they need.</div><div>Difficulty in understanding the data without proper guidance or tooltips.</div><div>Lack of immediate clear answers or insights, leading to missed opportunities.</div></div>	<div><div>The learning curve is steep, leading to frustration.</div><div>Some filters or features are unclear, leading to confusion or errors.</div><div>Users experience lag or slow response times when using large datasets.</div></div>	<div><div>Difficulty in converting complex data into simple insights.</div><div>Lack of customization options for reports.</div><div>Absence of advanced trend analysis or forecasting features.</div></div>	<div><div>The format is unclear when exporting.</div><div>Data inconsistency or missing values in some regions.</div><div>Lack of user-friendly methods for sharing the data across various devices.</div></div>	<div><div>Lack of updates or design in new data.</div><div>Inability to integrate with other research insights into the platform.</div><div>Limited communication channels for feedback.</div></div>
<div>Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?</div>	<div><div>Improve discoverability of data without a clear path to find what they need.</div><div>Provide a guided onboarding experience to help users understand the data.</div><div>Implement a summary section that highlights key insights or findings.</div></div>	<div><div>Enhance the dashboard interface with interactive tooltips or real-time updates.</div><div>Optimize performance by using a more efficient navigation and faster data retrieval.</div><div>Provide a simplified mode for users to quickly access key insights.</div></div>	<div><div>Provide predictive analytics for trends.</div><div>Include exploratory tools for complex data.</div><div>Provide pre-defined templates for common research questions.</div></div> <div><div>Introduce AI-driven insights and automated data summaries.</div></div>	<div><div>Offer multiple export formats (CSV, PDF, PowerPoint).</div><div>Enable easy sharing of interactive reports to stakeholders.</div><div>Provide data validation checks for accuracy.</div></div>	<div><div>Implement a feedback mechanism for continuous improvement.</div><div>Send periodic email updates or newsletters to keep users informed.</div><div>Develop a user community forum for sharing insights and learning.</div></div>
					