

## Project Design Phase-II

### Customer Journey Map

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

### Customer Journey Map Template:

	<div><b>Scenario:</b> [Existing experience through a product or service]</div>	<div><b>Enter</b> How does someone become aware of this service?</div>	<div><b>Engage</b> What do people experience as they begin the process?</div>	<div><b>Engage</b> In the core moments in the process, what happens?</div>	<div><b>Exit</b> What do people typically experience as the process finishes?</div>	<div><b>Extend</b> What happens after the experience is over?</div>									
<div><b>Experience steps</b> What does the person (or people) at the center of this scenario typically experience in each step?</div>	<div><b>Discovering the Analysis</b>  Users find the analysis on search engines, reports, or academic papers containing the analysis.</div>	<div><b>Exploring Related Content</b>  They read blogs, reports, or academic papers containing the analysis.</div>	<div><b>Learning from Success Stories</b>  Users can case studies on how others benefited from the insights.</div>	<div><b>Accessing the Dashboard</b>  Users open the Power BI dashboard on a live or research portal.</div>	<div><b>Understanding Navigation</b>  They explore features, data sources, and filter web guidance.</div>	<div><b>Getting Started with Tutorials</b>  Users watch tutorials or use tooltips for dashboard navigation.</div>	<div><b>Filtering and Analyzing Data</b>  Users apply filters to view trends by country, region, or demographics.</div>	<div><b>Generating Insights and Reports</b>  They create visual reports and compare presentation trends over time.</div>	<div><b>Exporting and Sharing Findings</b>  Users download insights and share reports with key stakeholders.</div>	<div><b>Finalizing Reports</b>  Users review and refine their final reports before submission.</div>	<div><b>Validating and Verifying Data</b>  They ensure data accuracy and alignment with their research goals.</div>	<div><b>Presenting Insights to Stakeholders</b>  Users share their findings with policymakers, NGOs, and research groups.</div>	<div><b>Revisiting for Updated Data</b>  Users return to check new information and insights.</div>	<div><b>Providing Feedback and Suggestions</b>  They send feedback to improve dashboard functionality.</div>	<div><b>Applying Insights to New Research</b>  Users integrate findings to future studies and policy recommendations.</div>
<div><b>Interactions</b> What interactions do they have at each step along the way?  ■ <b>People:</b> Who do they see or talk to?  ■ <b>Places:</b> Where are they?  ■ <b>Things:</b> What digital touchpoints or physical objects do they use?</div>	<div>Meeting peers, Researchers  Social media platforms, Academic conferences  Big articles, Online chat, Email newsletters</div>	<div>In forums, Policymakers, Researchers  Government websites, Industry webinars  Video explainers, Research reports</div>	<div>Academic institutions, Policy government reports, government agencies, academic articles, industry publications  Attends conferences at universities where experts discuss the analysis and its value.  They engage with blog posts, webinars, and workshops that provide an overview of the insights.</div>	<div>Customer support, Online community resources  Power BI portal, Help center, Online documentation, YouTube tutorial  Dashboard interface, User guides</div>	<div>Data analysts, Fellow researchers  Power BI portal, Help center, Online documentation, YouTube tutorial  Outreach email, Chat support</div>	<div>Users watch data science reports or community resources for guidance on accessing or interpreting the insights.  Visit the Power BI portal, key articles, or video documentation to understand features.  Interact with industry experts, forums, and their reports on research.</div>	<div>Colleagues  Data visualization dashboards  Interactive charts</div>	<div>Research advisors  Cloud storage platforms  Reporting tools</div>	<div>Supervisors  Power BI dashboards  Gatekeeper</div>	<div>Researchers collaborate with colleagues or supervisors to interpret insights.  They use video for Power BI tutorials or attend data visualization sessions for further analysis.  They manipulate data through charts, tables, and reports to gain a concrete insight.</div>	<div>Collaborate with other researchers  Editors, Stakeholders  Downloadable reports</div>	<div>Users present findings to policymakers or subject experts to support their research.  Academic journals  Online research guidelines and downloadable reports to ensure accurate documentation.</div>	<div>Community members, Advisory groups  Citizen forums, Research consortiums  Newsletters, Feedback surveys</div>	<div>Data scientists, Public reviewers  Power BI feedback channels  Webinars, Discussion boards</div>	<div>Users discuss findings in other forums or provide feedback to platform developers.  Online research platform and global health initiatives.  They subscribe to newsletters, attend hackathons, or participate in webinars.</div>
<div><b>Goals &amp; motivations</b> At each step, what is a person's primary goal or motivation? ("Help me," or "Help me avoid...")</div>	<div>Help me find reliable data on my research topic.  Help me understand my research topic and its relevance.</div>	<div>Help me avoid missing data or misinterpretation in research.  Help me avoid misreading or misinterpreting data.</div>	<div>Help me avoid missing data or misinterpretation in research.  Help me avoid misreading or misinterpreting data.</div>	<div>Help me understand how to navigate and use the dashboard efficiently.  Help me avoid missing data or misinterpretation in research.</div>	<div>Help me avoid missing data or misinterpretation in research.  Help me avoid misreading or misinterpreting data.</div>	<div>Help me understand how to navigate and use the dashboard efficiently.  Help me avoid missing data or misinterpretation in research.</div>	<div>Help me understand how to navigate and use the dashboard efficiently.  Help me avoid missing data or misinterpretation in research.</div>	<div>Help me understand how to navigate and use the dashboard efficiently.  Help me avoid missing data or misinterpretation in research.</div>	<div>Help me understand how to navigate and use the dashboard efficiently.  Help me avoid missing data or misinterpretation in research.</div>	<div>Help me understand how to navigate and use the dashboard efficiently.  Help me avoid missing data or misinterpretation in research.</div>	<div>Help me understand how to navigate and use the dashboard efficiently.  Help me avoid missing data or misinterpretation in research.</div>	<div>Help me understand how to navigate and use the dashboard efficiently.  Help me avoid missing data or misinterpretation in research.</div>	<div>Help me understand how to navigate and use the dashboard efficiently.  Help me avoid missing data or misinterpretation in research.</div>	<div>Help me understand how to navigate and use the dashboard efficiently.  Help me avoid missing data or misinterpretation in research.</div>	<div>Help me understand how to navigate and use the dashboard efficiently.  Help me avoid missing data or misinterpretation in research.</div>
<div><b>Positive moments</b> What steps does a typical person find enjoyable, productive, fun, motivating, designed, or exciting?</div>	<div>Discovering an interesting article or report that provides valuable insights.</div>	<div>Engaging with a community of researchers and experts on the dashboard.</div>	<div>Receiving feedback from other users and UNICEF staff on their analysis.</div>	<div>The dashboard is intuitive, easy to use, and provides relevant information.</div>	<div>Finding useful tools and features that help them analyze the data.</div>	<div>The presence of social media and other resources that help them understand the insights.</div>	<div>Easy to use, flexible, and customizable.</div>	<div>Ability to compare and contrast data across different regions.</div>	<div>Seamless integration with other tools like Excel, Tableau, Google Sheets.</div>	<div>High quality, customizable reports.</div>	<div>Clear, concise guidelines and user interface.</div>	<div>Encouragement to contribute to the dashboard.</div>	<div>Recognition for contributions to the dashboard.</div>	<div>Regularly updated content, insights, and reports.</div>	<div>Incentives to reduce research costs or improve results.</div>
<div><b>Negative moments</b> What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?</div>	<div>Overwhelmed by the amount of data and information available.</div>	<div>Difficulty in understanding the data and its relevance to their research.</div>	<div>Lack of resources or support to help them understand the data.</div>	<div>The learning curve is steep, and it takes time to get up to speed.</div>	<div>Some filters or features are not intuitive or easy to use.</div>	<div>Users experience a lot of frustration and confusion when using the dashboard.</div>	<div>Complexity in navigating through the dashboard.</div>	<div>Lack of customization options or reports.</div>	<div>Absence of advanced features or forecasting capabilities.</div>	<div>Poor feedback mechanism for reporting issues.</div>	<div>Data inconsistencies or missing information in reports.</div>	<div>Lack of user-friendly interface for sharing or collaborating on reports.</div>	<div>Lack of updates or improvements to the dashboard.</div>	<div>Difficulty in integrating with other research tools.</div>	<div>Limited communication channels for feedback.</div>
<div><b>Areas of opportunity</b> How might we make each step better? What does do we have? What have others suggested?</div>	<div>Improve discoverability of relevant data and reports.</div>	<div>Provide a guided tour or tutorial for new users.</div>	<div>Implement a survey or feedback mechanism to gather user input.</div>	<div>Enhance the dashboard's navigation and search capabilities.</div>	<div>Optimize the dashboard's layout and design for better readability.</div>	<div>Provide a simplified version of the dashboard for users with limited resources.</div>	<div>Provide a simplified version of the dashboard for users with limited resources.</div>	<div>Include explanatory text or tooltips for complex features.</div>	<div>Provide a simplified version of the dashboard for users with limited resources.</div>	<div>Offer multiple report formats (PDF, CSV, PowerPoint).</div>	<div>Enable easy sharing of reports with other researchers.</div>	<div>Provide data validation checks for accuracy.</div>	<div>Implement a feedback mechanism for continuous improvement.</div>	<div>Send periodic email newsletters or reports to keep users informed.</div>	<div>Develop a user community or forum for sharing insights and experiences.</div>

 See an example