

Project Design Phase-II

Customer Journey Map

Date	10 March 2025
Team ID	PNT2025TMID06954
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><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><div>Networking, Researchers</div><div>Influencers, Policy-makers, Academics</div><div>Researchers in various capacities such as media, press, government, or academic, either directly or indirectly</div><div>Social media platforms, Academic conferences</div><div>Government websites, Industry webinars</div><div>Blog articles, Online news, Email newsletters</div><div>Video explainers, Research papers</div><div>Attended conferences or webinars where speakers introduce the analysis and its value</div><div>This engage with blog posts, webinars, or workshops that provide an overview of the tool's insights</div></div>	<div><div>Customer support, Online community members</div><div>Data in-light, Fellow researchers</div><div>Users visit our customer support or guidelines in seeking to comprehend the dashboard</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>Dashboard interface, User guides</div><div>Outstanding emails, Chat support</div><div>Interact with a community, attend forums, or attend expert sessions</div></div>	<div><div>Collaging as</div><div>Research collect</div><div>Supervisors</div><div>Newsletters available with linkages to supervisors to inspire faculty</div><div>Data visualization dashboards</div><div>Cloud storage platforms</div><div>Power BI workspace</div><div>Interactive charts</div><div>Reporting tools</div><div>Excel notes</div><div>Newsletters available with linkages to supervisors to inspire faculty</div><div>This was within the Power BI workspace or services to visual platforms to take analysis</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>Event present findings to participants or submit reports for academic review</div><div>Academic journals</div><div>Government policy reports, Professional conferences</div><div>Downloadable reports</div><div>Clicking on charts, Filtering patterns</div><div>They are station guidelines and downloadable reports to share with other researchers</div></div>	<div><div>Community members, Advisory groups</div><div>Data scientists, Platform developers</div><div>Online forums, Research consortiums</div><div>Power BI feedback channels</div><div>Newsletters, Feedback surveys</div><div>Webinars, Discussion boards</div><div>Users discuss findings in online forums or provide feedback to product developers</div><div>Online research platforms and global health institutions</div><div>They subscribe to newsletters, attend webinars, and participate in webinars</div></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><div>Help me that enable me to explore other trends</div><div>Help me avoid missing key or critical trends or research</div><div>Help me avoid unreliable or unstructured data</div><div>Help me understand why recommendations are being made</div></div>	<div><div>Help me understand how to navigate and use the dashboard efficiently</div><div>Help me understand important insights due to its complexity with the platform</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 validate and cross-reference findings with other sources</div></div>	<div><div>Help me present my findings clear 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><div>Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?</div></div>	<div><div>Discovering an exciting and innovative trend or finding new insights</div><div>Engaging with a community that shares similar interests and experiences of the data</div><div>Reading credible sources like WHO and UNICEF latest within the ecosystem</div><div>The dashboard is intuitive, having a way to explore data without extensive training</div><div>Feeling skilled to explore and guide instructions that simplify the process</div><div>The presence of online support or assistance that addresses user usage effectively</div></div>	<div><div>Easy to use filtering and visualization tools</div><div>Ability to compare multiple datasets or time periods in a few clicks</div><div>Seamless integration with external tools like 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 science and research community</div><div>Recognition for contributions to the field</div><div>Regularly updated datasets keeping users engaged</div><div>Opportunities to contribute to future enhancements</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 science and research community</div><div>Recognition for contributions to the field</div><div>Regularly updated datasets keeping users engaged</div><div>Opportunities to contribute to future enhancements</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 science and research community</div><div>Recognition for contributions to the field</div><div>Regularly updated datasets keeping users engaged</div><div>Opportunities to contribute to future enhancements</div></div>
<div><div>Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?</div></div>	<div><div>Overwhelming amount of data without a clear path to filter or analyze</div><div>Difficulty in understanding the data without proper guidance or tooltips</div><div>Lack of awareness about the various data sources, leading to missed opportunities</div><div>The learning curve feels steep due to the complexity of the interface</div><div>Some filters or features are unclear, leading to confusion or misinterpretation of insights</div><div>User experience lag or slow response times when loading large datasets</div></div>	<div><div>Difficulty in connecting with customer support or finding answers to queries</div><div>Lack of customization options for reports</div><div>Absence of advanced trend analysis or forecasting features</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 science and research community</div><div>Recognition for contributions to the field</div><div>Regularly updated datasets keeping users engaged</div><div>Opportunities to contribute to future enhancements</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 science and research community</div><div>Recognition for contributions to the field</div><div>Regularly updated datasets keeping users engaged</div><div>Opportunities to contribute to future enhancements</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 science and research community</div><div>Recognition for contributions to the field</div><div>Regularly updated datasets keeping users engaged</div><div>Opportunities to contribute to future enhancements</div></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><div>Introduce customizable report templates (PDF, PowerPoint)</div><div>Provide a guided onboarding experience or tutorial for first-time users</div><div>Implement a summary section to highlight key insights from the data</div><div>Enhance the dashboard interface with interactive tooltips or real-time updates</div><div>Optimize performance (reduce load times, faster data refresh)</div><div>Provide a simplified mode for less complex data sets with essential features highlighted</div></div>	<div><div>Introduce predictive analytics for trends</div><div>Include explanatory notes for complex visualizations</div><div>Provide pre-defined templates for common research questions</div><div>Introduce AI-driven insights and automated data summaries</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 science and research community</div><div>Recognition for contributions to the field</div><div>Regularly updated datasets keeping users engaged</div><div>Opportunities to contribute to future enhancements</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 science and research community</div><div>Recognition for contributions to the field</div><div>Regularly updated datasets keeping users engaged</div><div>Opportunities to contribute to future enhancements</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 science and research community</div><div>Recognition for contributions to the field</div><div>Regularly updated datasets keeping users engaged</div><div>Opportunities to contribute to future enhancements</div></div>

See an example