REQUIREMENT ANALYSIS

Customer Journey Map

Date		25 June 2025
Team ID		LTVIP2025TMID51754
Project Name		Comprehensive Analysis and Dietary Strategies with Tableau: A College Food Choices Case Study
Maximum Marks		5

Customer Journey map:

Journey Stage	Student Goals	Touchpoints	Pain Points	Opportunities via Tableau	Strategic Dietary Recommendations
1. Awareness	Understand the importance of healthy eating habits	Orientation sessions, wellness campaigns, social media	Overwhelming food options, low awareness of nutrition	Analyze student survey data to gauge knowledge gaps	Display health benefit dashboards, quick guides on balanced diets
2. Consideration	Evaluate food options on campus based on cost and nutrition	Cafeteria menus, peer advice, mobile apps	Limited healthy options, price concerns	Visualize cost vs. nutrition across meal locations	Promote affordable nutritious meal bundles
3. Decision	Choose meals based on convenience, taste, and health value	Meal plan systems, menus, delivery apps	Peer influence, unclear food labels	Track peak meal hours, analyze decision factors using Tableau filters	Create recommendation engines for healthier meal choices
4. Consumption	Eat meals that satisfy hunger and dietary preferences	Dining halls, food courts, in-dorm cooking	Boredom, repetitive meals, lack of diversity	Monitor food preferences, calorie tracking dashboards	Suggest portion variety and balanced intake
5. Reflection	Evaluate impact on well-being, academic performance, energy	Fitness apps, health centers, personal food logs	Fatigue, weight changes, no clear feedback loop	Correlate food data with energy, performance, BMI using Tableau visuals	Deliver personalized progress reports and goals via Story Points