











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>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>Discovering the Analysis Users find the analysis via search engines, social media, or discussions.</div> <div>Exploring Related Content They read blogs, reports, or academic papers mentioning the analysis.</div> <div>Learning from Success Stories Users view case studies or hear others' feedback from their insights.</div>	<div>Accessing the Dashboard Users open the Power BI dashboard on a site or research portal.</div> <div>Understanding Navigation They explore features, data sources, and filters with guidance.</div> <div>Getting Started with Tutorials Users watch tutorials or are guided for dashboard navigation.</div>	<div>Filtering and Analyzing Data Users apply filters to view trends by country, region, or demographics.</div> <div>Generating Insights and Reports They create visual reports and compare measurements over time.</div> <div>Exporting and Sharing Findings Users export insights and share reports with key stakeholders.</div>	<div>Finalizing Reports Users review and approve final reports before submission.</div> <div>Validating and Verifying Data They ensure data accuracy and alignment with their research goals.</div> <div>Presenting Insights to Stakeholders Users share their findings with policymakers, NGOs, and research groups.</div>	<div>Revisiting for Updated Data Users return to check new information and insights.</div> <div>Providing Feedback and Suggestions They submit feedback to improve dashboard functionality.</div> <div>Applying Insights to New Research Users integrate findings into future studies and policy recommendations.</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>Marketing teams, Researchers Social media platforms, Academic conferences</div> <div>Influencers, Policyholders, Journalists Government websites, Industry webinars</div> <div>Academic institutions or related content Academic journals, Research papers, or research reports that provide a foundation for the analysis and its use.</div> <div>Blog articles, Online ads, Email newsletters Video explainers, Research reports</div>	<div>Customer support, Online community members Data analysts, Fellow researchers</div> <div>Power BI guides, Help center, Online documentation, Tutorial videos Power BI guides, Help center, Online documentation, Tutorial videos</div> <div>Visual the Power BI points, key metrics, or key insights Visual the Power BI points, key metrics, or key insights</div> <div>Dashboard interface, User guides Outstanding emails, Chat support</div>	<div>Colleagues Data visualization dashboards</div> <div>Research advisors Cloud storage platforms</div> <div>Supervisors Power BI webinars</div> <div>Researchers collaborate with colleagues or supervisors to interpret findings They work within the Power BI ecosystem or attend any virtual sessions for further analysis.</div> <div>They compile data through charts, tables, and exporting data to generate insights</div>	<div>Collaborate with other researchers Editors, Stakeholders</div> <div>Users present findings to policymakers or grant reviewers to secure funding</div> <div>Community members, Advisory groups Online forums, Research consortiums</div> <div>Data scientists, Platform developers Power BI feedback channels</div> <div>Users discuss findings in online forums or provide feedback to platform developers Online research platforms and global health initiatives</div>	
<div>Goals & motivations 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 various trends.</div> <div>Help me avoid missing out on relevant trends or research.</div> <div>Help me avoid cluttered or unstructured data.</div>	<div>Help me understand how to navigate and use the dashboard efficiently.</div> <div>Help me avoid wasting time figuring out how to use the tool.</div>	<div>Help me extract meaningful insights from 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>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 refine my insights.</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>Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?</div>	<div>Discovering or exploring new insights through the dashboard's interactive reports.</div> <div>Engaging with a community that discusses trends and outcomes of the data.</div> <div>Receiving positive feedback from peers or stakeholders on their analysis.</div>	<div>The dashboard is intuitive, making it easy to explore data without extensive training.</div> <div>Finding useful tools and guided insights that simplify the process.</div> <div>The presence of voice search or translation features that enhance the user experience.</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, etc.</div>	<div>High-quality, customizable report exports.</div> <div>Clear, actionable guidelines and support resources.</div> <div>Encouragement to contribute to the field through data-driven insights.</div>	<div>Recognition for contributions to the field.</div> <div>Regularly updated datasets keeping users engaged.</div> <div>Initiatives to reduce research collaboration or efforts.</div>
<div>Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?</div>	<div>Overwhelming amount of data without a clear starting point for analysis.</div> <div>Difficulty in understanding the data without proper guidance or tooltips.</div> <div>Lack of awareness about the dashboard's features, 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 inaccurate insights.</div> <div>Users experience lag or slow response times when loading large datasets.</div>	<div>Difficulty in correlating socioeconomic factors.</div> <div>Lack of customization options for reports.</div> <div>Absence of automated trend analysis or forecasting features.</div>	<div>No formal inclusion when reporting.</div> <div>Data inconsistency or missing values across regions.</div> <div>Lack of clear feedback mechanisms for sharing constructive criticism of the dashboard.</div>	<div>Lack of updates or design in new data.</div> <div>Inability to integrate personalized insights into the platform.</div> <div>Limited communication channels for feedback.</div>
<div>Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?</div>	<div>Improve discoverability through better SEO, social media, and partnerships with academic institutions.</div> <div>Provide a guided onboarding experience or tutorial for first-time users.</div> <div>Implement a summary dashboard for key insights and trends, making it easier to digest.</div>	<div>Enhance the onboarding experience with interactive tooltips or walkthroughs.</div> <div>Optimize performance to ensure smooth navigation and faster data retrieval.</div> <div>Provide a simplified mode for first-time users with essential features highlighted.</div>	<div>Provide predictive analytics for trends.</div> <div>Include export options for complex insights.</div> <div>Provide pre-built templates for common research questions.</div> <div>Introduce AI-driven insights and automated data summaries.</div>	<div>Offer multiple report formats (CSV, PDF, PowerPoint).</div> <div>Enable easy sharing of interactive reports or dashboards.</div> <div>Provide data validation checks for accuracy and relevance.</div>	<div>Implement a feedback mechanism for continuous improvement.</div> <div>Send periodic email updates on new features and data releases.</div> <div>Develop a user community for shared learning and collaboration.</div>
<div>Product School: Download your report from Product School</div>	<div> See an example</div>				