Customer Journey Map

College Food Choices Analysis & Dietary Strategies with Tableau

Journey Phase	DISCOVER	ACCESS	EXPLORE	ANALYZE	INTERPRET	ACT
Steps **What does the person typically experience?**	Learn about the food analysis platform through colleague recommendation or campus health initiative	Log into Tableau dashboard using provided credentials and navigate to food analysis workspace	Browse available datasets, filters, and visualization options to understand data scope	Create custom visualizations, apply filters, and perform statistical analysis on dietary patterns	Review findings, identify key insights, and correlate patterns with health outcomes	Generate reports, make recommendations, and implement dietary intervention strategies
Interactions **Things, Places, People**	**Things:** Email invitation, project documentation, laptop **Places:** Office, campus health center **People:** IT administrator, project team leader	**Things:** Tableau dashboard, login portal, university network **Places:** Office, remote workspace **People:** Technical support, data administrator	**Things:** Interactive dashboards, data filters, help documentation **Places:** Workstation, meeting room **People:** Data analyst, other researchers	**Things:** Statistical tools, visualization builder, calculated fields **Places:** Quiet workspace, lab **People:** Statistics consultant	**Things:** Analysis results, research literature, comparison data **Places:** Private office, library **People:** Research colleagues, peer reviewers	**Things:** Report templates, presentation tools, policy documents **Places:** Meeting rooms, campus offices **People:** Campus administrators, student health staff
Goals & Motivations "Help me..." or "Help me avoid..."	Help me understand what data is available and how it can support student health initiatives	Help me quickly access the system without technical barriers or delays	Help me understand the data structure and available analysis capabilities	Help me uncover meaningful patterns in student dietary behaviors efficiently	Help me translate data insights into actionable health recommendations	Help me implement evidence-based interventions that improve student health outcomes
Positive Moments Enjoyable, productive, motivating	Excitement about potential to improve student health through data-driven insights	Relief when login works smoothly and dashboard loads quickly with intuitive interface	Fascination with comprehensive dataset covering multiple aspects of student life and diet	Satisfaction when discovering significant correlations between lifestyle factors and dietary choices	Confidence when patterns align with existing nutritional knowledge and research	Pride when interventions based on analysis show measurable improvements in student health
Negative Moments Frustrating, confusing, time-consuming	Uncertainty about data quality, privacy compliance, and ethical use of student information	Frustration with complex login process, VPN requirements, or system downtime	Overwhelm from too many variables and options without clear guidance on where to start	Confusion when statistical significance tests are unclear or visualizations are misleading	Doubt when findings contradict established nutritional guidelines or seem counterintuitive	Disappointment when stakeholders don't act on recommendations or budget constraints limit implementation
Areas of Opportunity How might we make each step better?	• Provide clear onboarding materials explaining data sources and use cases • Create video tutorials showing successful health interventions from similar data • Establish clear data governance and privacy protocols	• Implement single sign-on integration with university systems • Create mobile-responsive dashboard for field access • Provide 24/7 technical support during critical analysis periods	• Design guided tour highlighting key insights and starting points • Create pre-built templates for common health research questions • Implement smart suggestions based on user role and interests	• Provide automated statistical significance testing with clear explanations • Create collaboration features for multi-user analysis sessions • Implement real-time data validation and quality checks	• Integrate with academic research databases for context • Provide peer review features for validation of findings • Create automated report generation with evidence-based recommendations	• Develop implementation tracking tools to measure intervention success • Create stakeholder-specific report formats (admin vs. clinical) • Provide cost-benefit analysis tools for intervention planning