

## Project Design Phase-I

### 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:

	 <h3>Entice</h3> <p>How does someone become aware of this service?</p>	 <h3>Enter</h3> <p>What do people experience as they begin the process?</p>	 <h3>Engage</h3> <p>In the core moments in the process, what happens?</p>	 <h3>Exit</h3> <p>What do people typically experience as the process finishes?</p>	 <h3>Extend</h3> <p>What happens after the experience is over?</p>
 <h4>Experience steps</h4> <p>What does the person (or people) at the center of this scenario typically experience in each step?</p>	<div>Discovering the Analysis</div> <div>Exploring Related Content</div> <div>Learning from Success Stories</div>	<div>Accessing the Dashboard</div> <div>Understanding Navigation</div> <div>Getting Started with Tutorials</div>	<div>Filtering and Analyzing Data</div> <div>Generating Insights and Reports</div> <div>Exporting and Sharing Findings</div>	<div>Finalizing Reports</div> <div>Validating and Verifying Data</div> <div>Presenting Insights to Stakeholders</div> <div>Revisiting for Updated Data</div> <div>Providing Feedback and Suggestions</div> <div>Applying Insights to New Research</div>	
 <h4>Interactions</h4> <p>What interactions do they have at each step along the way?</p> <p><b>People:</b> Who do they see or talk to?</p> <p><b>Places:</b> Where are they?</p> <p><b>Things:</b> What digital touchpoints or physical objects do they use?</p>	<div>Marketing teams, Researchers</div> <div>Influencers, Podcasters, Journalists</div> <div>Researchers or authors give research findings a quick overview and share information or contacts</div> <div>Academic conferences or webinars where speakers introduce the project and its value</div> <div>They engage with social, webinars, or webinars that provide an overview of the study insights</div>	<div>Customer support, Online community members</div> <div>Data analysts, Fellow researchers</div> <div>Users read case studies or success stories to gain insights or inspiration for their research</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 portal, key parties, or online documentation to understand features</div> <div>Interact with community members, or other experts to answer questions</div> <div>Dashboard interface, User guides</div> <div>Outstanding emails, Chat support</div>	<div>Colleagues</div> <div>Research advisors</div> <div>Supervisors</div> <div>Relevant contacts such as colleagues or supervisors to request findings</div> <div>Academic reports</div> <div>Power BI workspace</div> <div>They view when the Power BI workspace or share data in cloud platform for their analysis</div> <div>They manipulate data through charts, tables, and reporting tools to generate insights</div>	<div>Community members, Academic groups</div> <div>Data scientists, Platform developers</div> <div>Users discuss findings or review feedback to provide feedback to platform developers</div> <div>Online forums, Research communities</div> <div>Power BI feedback forms</div> <div>Online research papers and global health journals</div> <div>Newsletters, Feedback surveys</div> <div>Webinars, Discussion boards</div> <div>They subscribe to newsletters, attend webinars, or participate in webinars</div>	
 <h4>Goals &amp; motivations</h4> <p>At each step, what is a person's primary goal or motivation? [Help me... or "help me avoid..."]</p>	<div>Help me find reliable data on my research topic</div> <div>Help me avoid missing out on relevant research</div> <div>Help me avoid outdated or irrelevant data</div>	<div>Help me understand how to navigate and use this dashboard efficiently</div> <div>Help me avoid wasting time by exploring too many features</div> <div>Help me quickly understand project insights due to lack of familiarity with the dashboard</div>	<div>Help me extract meaningful insights for my research or policy decisions</div> <div>Help me customize the data to my specific needs</div> <div>Help me visualize and analyze complex findings with other experts</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 keep track of the progress of my research or policy recommendations</div> <div>Help me connect with other experts and organizations in the field</div>
 <h4>Positive moments</h4> <p>What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?</p>	<div>Discovering or exploring new research findings and insights on my research topic</div> <div>Engaging with a community of researchers and experts in my field</div> <div>Reading, analyzing, and interpreting research findings and UNCF data within the analysis</div>	<div>The dashboard is intuitive and easy to navigate, allowing me to explore data and insights</div> <div>Reading useful insights and global indicators that help me understand the project</div> <div>The presence of social and global indicators that help me understand the project</div>	<div>Easy-to-use filtering and visualization tools</div> <div>Ability to compare research outcomes in real time to a few clicks</div> <div>Seamless integration with other tools like Excel, Tableau, Google Sheets</div>	<div>High-quality, customized research reports</div> <div>Clear, concise guidelines and source credibility</div> <div>Engagement to contribute to the research and share insights</div>	<div>Recognition for contributions to the field</div> <div>Regularly updated insights keeping me engaged</div> <div>Incentives to explore research opportunities or events</div>
 <h4>Negative moments</h4> <p>What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?</p>	<div>Overwhelming amount of data without a clear path or filter</div> <div>Difficulty in understanding the data without proper guidance or training</div> <div>Confusion or frustration when the research findings are not as expected or relevant</div>	<div>The learning curve is steep and takes a long time to understand the interface</div> <div>Some filters or features are unclear, leading to inaccurate insights</div> <div>Lack of experience or knowledge in using the dashboard or data analysis</div>	<div>Difficulty in connecting with other experts or researchers</div> <div>Lack of customization options for reports</div> <div>Absence of advanced features or forecasting capabilities</div>	<div>File format issues when exporting</div> <div>Data inconsistencies or missing data in reports</div> <div>Lack of user-friendly interface for sharing research findings or insights</div>	<div>Lack of updates or new data</div> <div>Difficulty in integrating research findings into the platform</div> <div>Limited communication channels for feedback</div>
 <h4>Areas of opportunity</h4> <p>How might we make each step better? What ideas do we have? What have others suggested?</p>	<div>Improve discoverability of research findings and insights</div> <div>Provide a guided tour or onboarding experience for new users</div> <div>Implement a summary or overview of research findings and insights</div>	<div>Enhance the dashboard interface with interactive features and analytics</div> <div>Optimize performance to ensure fast loading and smooth navigation</div> <div>Provide a simplified or streamlined version of the dashboard for users with limited experience</div>	<div>Provide a clear path or filter for research findings</div> <div>Include explanatory notes for complex findings</div> <div>Provide a simplified or streamlined version of the dashboard for users with limited experience</div>	<div>Offer multiple report formats (PDF, PowerPoint)</div> <div>Enable easy sharing of research reports or findings</div> <div>Provide data visualization tools for better understanding</div>	<div>Implement a feedback mechanism for continuous improvement</div> <div>Send periodic email updates on new data or insights</div> <div>Develop a user community or forum for sharing insights and experiences</div>