

Project Design Phase-II

Customer Journey Map

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Team ID	PNT2025TMID02967
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><b>Entice</b> How does someone become aware of this service?</div>	<div><b>Enter</b> What do people experience as they begin the process?</div>	<div><b>Engage</b> In the core moments in the process, what happens?</div>	<div><b>Exit</b> What do people typically experience as the process finishes?</div>	<div><b>Extend</b> What happens after the experience is over?</div>
<div><b>Experience steps</b> 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><b>Interactions</b> What interactions do they have at each step along the way?  ■ <b>People:</b> Who do they see or talk to? ■ <b>Places:</b> Where are they? ■ <b>Things:</b> What digital touchpoints or physical objects do they use?</div>	<div><div>Networking events, Webinars, Podcasts, Journals</div><div>Influencers, Policy analysts, Academics</div><div>Researchers in various countries, governments, NGOs, and private industry</div></div>	<div><div>Customer support, Online community members</div><div>Data analysts, Policy researchers</div><div>Users visit core customer support community members for guidance in setting up or navigating the dashboard</div></div>	<div><div>Colleagues</div><div>Research subjects</div><div>Supervisors</div><div>Researchers collaborate with colleagues or supervisors to inspect findings</div></div>	<div><div>Colleagues with other researchers</div><div>Editors, Stakeholders</div><div>Users present findings to policymakers or submit reports for academic review</div></div>	<div><div>Community members, Advisory groups</div><div>Data scientists, Platform developers</div><div>Users discuss findings in online forums or provide feedback to product developers</div></div>
<div><b>Goals &amp; motivations</b> At each step, what is a person's primary goal or motivation? [“Help me...” or “Help me avoid...”]</div>	<div><div>Help me find reliable data on various other trends</div><div>Help me avoid missing key or critical trends in research</div><div>Help me avoid unreliable or unstructured data</div></div>	<div><div>Help me understand how to navigate and use the dashboard efficiently</div><div>Help me avoid missing important insights due to lack of familiarity with the platform</div><div>Help me quickly locate relevant data for my research or project</div></div>	<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 validate and cross-reference findings with other sources</div></div>	<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>	<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><b>Positive moments</b> What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?</div>	<div><div>Discovering an interesting and unexpected trend or finding in the provided knowledge insights</div><div>Engaging with a community that discusses trends and experiences of the data</div><div>Reading credible source like WHO and UNICEF latest within the insights</div></div>	<div><div>The dashboard is intuitive, making it easy to explore data without extensive training</div><div>Feeling skilled insights and guided instructions that simplify the process</div><div>The presence of a search bar to quickly find the information and save time</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 citation guidelines and source credibility</div><div>Encouragement to contribute to the data as a user data initiatives and discussions</div></div>	<div><div>Recognition for contributions to the field</div><div>Regularly updated datasets keeping users engaged</div><div>Initiatives to include research collaborations or events</div></div>
<div><b>Negative moments</b> What steps does a typical person find frustrating, confusing, annoying, costly, or time-consuming?</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 immediate clear answers or tips to the dashboard, leading to missed opportunities</div></div>	<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>Users experience lag or slow response times when using large datasets</div></div>	<div><div>Difficulty in converting screenshots to reports</div><div>Lack of customization options for reports</div><div>Absence of advanced trend analysis or forecasting features</div></div>	<div><div>File format limitations when exporting</div><div>Data inconsistency or missing values in some regions</div><div>Lack of user-friendly methods for sharing the data across various of the dashboard</div></div>	<div><div>Lack of options to design a new data</div><div>Inability to integrate user-generated insights into the platform</div><div>Limited contribution channels for feedback</div></div>
<div><b>Areas of opportunity</b> How might we make each step better? What ideas do we have? What have others suggested?</div>	<div><div>Improve discoverability through better search and filters</div><div>Provide a guided onboarding experience to help users navigate the dashboard</div><div>Implement a summary section that highlights key insights and trends directly on the dashboard</div></div>	<div><div>Enhance the onboarding experience with interactive tutorials or tooltips</div><div>Optimize performance to reduce load times and faster data retrieval</div><div>Provide a simplified mode for less complex data with essential features highlighted</div></div>	<div><div>Provide predictive analytics for trends</div><div>Include exploratory tools 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>Offer multiple export formats (CSV, PDF, PowerPoint)</div><div>Enable easy sharing of interactive reports or dashboards</div><div>Provide data validation checks for accuracy and errors</div></div>	<div><div>Implement a feedback mechanism for continuous improvement</div><div>Send periodic email updates on new trends and data releases</div><div>Develop a user community for shared learning and collaboration</div></div>
<div> <a href="#">See an example</a></div>					