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:

Scenario: [Existing experience through a product or service]

	Entice — How does someone become aware of this service?			Enter — What do people experience as they begin the process?			Engage — In the core moments in the process, what happens?			Exit — What do people typically experience as the process finishes?			Extend — What happens after the experience is over?		
Experience steps — What does the person (or people) at the center of this scenario typically experience in each step?	Discovering the Analysis — Users find the analysis via search engines, social media, or discussions.	Exploring Related Content — They read blogs, reports, or academic papers mentioning the analysis.	Learning from Success Stories — Users see case studies on how others benefited from the insights.	Accessing the Dashboard — Users open the Power BI dashboard via a link or research portal.	Understanding Navigation — They explore features, data sources, and filters with guidance.	Getting Started with Tutorials — Users watch tutorials or use tooltips for dashboard navigation.	Filtering and Analyzing Data — Users apply filters to view trends by country, region, or demographics.	Generating Insights and Reports — They create visual reports and compare malnutrition trends over time.	Exporting and Sharing Findings — Users extract insights and share reports with key stakeholders.	Finalizing Reports — Users review and refine their final reports before submission.	Validating and Verifying Data — They ensure data accuracy and alignment with their research goals.	Presenting Insights to Stakeholders — Users share their findings with policymakers, NGOs, and research groups.	Revisiting for Updated Data — Users return to check new malnutrition data and insights.	Providing Feedback and Suggestions — They submit feedback to improve dashboard functionality.	Applying Insights to New Research — Users integrate findings in future studies and policy recommendations.
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?	Marketing teams, Researchers; Social media platforms, Academic conferences; Blog articles, Online ads, Email newsletters	Influencers, Policymakers, Journalists; Government websites, Industry webinars; Video explainers, Research reports	Researchers or policymakers come across social media posts, government reports, or academic articles shared by influencers or journalists; Attend conferences or webinars where speakers introduce the analysis and its value; They engage with blog posts, video explainers, or research reports that provide an overview of the tool's insights	Customer support, Online community members; Power BI portal, Online documentation, YouTube tutorial; Dashboard interface, User guides	Data analysts, Fellow researchers; Power BI portal, Help center, Online documentation, YouTube tutorial; Onboarding emails, Chat support	Users reach out to customer support or community members for guidance on accessing or navigating the dashboard; Visit the Power BI portal, help centers, or online documentation to understand features; Interact with onboarding emails, tutorials, or chat support to resolve questions	Colleagues; Data visualization dashboards; Interactive charts	Research advisors; Cloud storage platforms; Reporting tools	Supervisors; Power BI workspace; Data tables	Researchers collaborate with colleagues or supervisors to interpret findings; They work within the Power BI workspace or cross-drill in cloud platforms for further analysis; They manipulate data through charts, tables, and reporting tools to generate insights	Collaborate with other researchers; Academic journals; Downloadable reports	Editors, Stakeholders; Government policy reports, Professional conferences; Citation guidelines, Publishing platforms	Users present findings to policymakers or submit reports for academic review; They publish results in journals, government reports, or at conferences; They use citation guidelines and downloadable reports to ensure accurate documentation	Community members, Advocacy groups; Online forums, Research consortiums; Newsletters, Feedback surveys	Data scientists, Platform developers; Power BI feedback channels; Webinars, Discussion boards	Users discuss findings in online forums or provide feedback to platform developers; Online research platforms and global health initiatives; They subscribe to newsletters, fill out feedback surveys, or participate in webinars
Goals & motivations — At each step, what is a person's primary goal or motivation? ("Help me…" or "Help me avoid…")	Help me find reliable data on malnutrition trends; Help me understand why malnutrition is changing over time.	Help me avoid missing out on critical trends or research.	Help me avoid unreliable or unstructured data.	Help me understand how to navigate and use this dashboard efficiently; Help me avoid missing important insights due to lack of familiarity with the platform.	Help me avoid wasting time figuring out how to use the tool; Help me quickly locate relevant data for my research or project.		Help me extract meaningful insights for my research or policy decisions.	Help me customize the data to fit my specific needs.	Help me validate and cross-reference findings with other sources.	Help me present my findings clearly and effectively.	Help me ensure data accuracy in my reporting.	Help me collaborate with others and refine my insights.	Help me stay updated with the latest malnutrition data.	Help me track the impact of my research or policy recommendations.	Help me connect with other experts and organizations in the field.
Positive moments — What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	Discovering an easy-to-use, interactive Power BI dashboard that provides immediate insights.	Engaging with a community that discusses trends and explanations of the data.	Finding credible sources like WHO and UNICEF linked within the analysis.	The dashboard is intuitive, making it easy to explore data without extensive training.	Finding useful tooltips and guided instructions that simplify the process.	The presence of sample reports or templates that demonstrate data usage effectively.	Easy to use filtering and visualization tools.	Ability to compare multiple countries or time periods in a few clicks.	Seamless integration with external tools e.g., Excel, Tableau, Google Sheets.	High quality, customizable report exports.	Clear citation guidelines and source credibility.	Encouragement to contribute to open data initiatives and discussions.	Recognition for contributions to the field.	Regularly updated datasets keeping users engaged; Opportunities to contribute to feature enhancements.	Invitations to exclusive research collaborations or events.
Negative moments — What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	Overwhelming amount of data without a clear starting point for analysis.	Difficulty in understanding the data without proper guidance or tooltips.	Lack of awareness about the existence of this dashboard, leading to missed opportunities.	The learning curve feels steep due to the complexity of the interface.	Some filters or features are unclear, leading to frustration in getting accurate insights.	Users experience lag or slow response times when loading large datasets.	Difficulty in correlating socioeconomic factors.	Lack of customization options for reports.	Absence of automated trend analysis or forecasting features.	File format limitations when exporting.	Data inconsistencies or missing values in some regions.	Lack of user-friendly methods for sharing interactive versions of the dashboard.	Lack of updates or delays in new data.	Inability to integrate user-generated insights into the platform.	Limited communication channels for feedback.
Areas of opportunity — How might we make each step better? What ideas do we have? What have others suggested?	Improve discoverability through better SEO, targeted outreach, and partnerships with academic institutions.	Provide a guided onboarding experience or tutorial for first-time users.	Implement a summary section that highlights key insights before deep diving into the data.	Enhance the onboarding experience with interactive tutorials or walkthroughs.	Optimize performance to ensure smooth navigation and faster data retrieval.	Provide a simplified mode for first-time users with essential features highlighted.	Provide predictive analytics for trends.	Include explanatory notes for complex indicators.	Provide predefined templates for common research questions.	Introduce AI-driven insights and automated data summaries.	Offer multiple export formats (CSV, PDF, PowerPoint).	Enable easy sharing of interactive reports or dashboards.	Provide data validation checks for accuracy assurance.	Implement a feedback mechanism for continuous improvement.	Send periodic email updates on malnutrition trends and data refreshes.	Develop a user community for shared learning and collaboration.