

## 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:

	 <b>Entice</b> How does someone become aware of this service?	 <b>Enter</b> What do people experience as they begin the process?	 <b>Engage</b> In the core moments in the process, what happens?	 <b>Exit</b> What do people typically experience as the process finishes?	 <b>Extend</b> What happens after the experience is over?
 <b>Experience steps</b> What does the person (or people) at the center of this scenario typically experience in each step?	<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>
 <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>Networking terms, Researchers</div> <div>AI functions, Policy reports, Journals</div> <div>Research in subject areas, conference papers, government reports, academic articles, industry newsletters</div> <div>They read blogs, reports, or academic papers mentioning the analysis.</div> <div>Users use case studies on how others benefited from the insights.</div>	<div>Customer support, Online community members</div> <div>Data analysts, Fellow researchers</div> <div>Users learn basic navigation, explore features, data sources, and filters, web guidance.</div> <div>Users open the Power BI dashboard on a live research portal.</div> <div>They explore features, data sources, and filters, web guidance.</div> <div>Users watch tutorials or user guides for dashboard navigation.</div>	<div>Collaging</div> <div>Research scholars</div> <div>Supervisors</div> <div>Researchers collaborate with colleagues or supervisors to discuss findings.</div> <div>Data visualization dashboards</div> <div>Cloud storage platforms</div> <div>Power BI workspace</div> <div>They use when the Power BI workspace or data visualization platform for further analysis.</div> <div>Interactive charts</div> <div>Reporting tools</div> <div>Data folders</div> <div>They manipulate data through charts, tables, and reporting tools to generate insights.</div>	<div>Collaborate with other researchers</div> <div>Editors, Stakeholders</div> <div>Users present findings to policymakers or stakeholders for decision-making.</div> <div>Accurate, Journals</div> <div>Government policy reports, Professional conferences</div> <div>They publish results in journals, government reports, or conferences.</div> <div>Downloadable reports</div> <div>Custom guidelines, Publishing platforms</div> <div>They use tables, guidelines, and downloadable reports to ensure accurate documentation.</div>	<div>Continuity, members, Advisory groups</div> <div>Data scientists, Platform developers</div> <div>Users discuss findings or other insights to provide feedback to platform developers.</div> <div>Online forums, Research consortiums</div> <div>Power BI feedback channels</div> <div>Online research platforms and global health initiatives.</div> <div>Newsletters, Feedback surveys</div> <div>Webinars, Discussion boards</div> <div>They subscribe to newsletters, fill feedback surveys, or participate in webinars.</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>Help me find related data on manipulation trends.</div> <div>Help me avoid missing out on critical trends or research.</div> <div>Help me avoid unreliable or unstructured data.</div> <div>Help me understand why trends are changing over time.</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 avoid missing time by getting confused by the data.</div> <div>Help me quickly locate relevant data for my research or project.</div>	<div>Help me extract meaningful insights for my research or policy decisions.</div> <div>Help me customize the data to fit 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 and trends.</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>
 <b>Positive moments</b> What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	<div>Discovering or exploring new information from the dashboard that provides immediate insights.</div> <div>Engaging with a community that discusses trends and implications of the data.</div> <div>Feeling confident about the findings and UNICEF impact within the analysis.</div>	<div>The dashboard is intuitive, making it easy to explore data without extensive training.</div> <div>Finding useful insights and guided instructions that simplify the process.</div> <div>The presence of a secure system to ensure that sensitive data is kept safe.</div>	<div>Easy-to-use filtering and visualization tools.</div> <div>Ability to compare multiple countries or time periods in a few clicks.</div> <div>Seamless integration with external tools like Excel, Tableau, Google Sheets.</div>	<div>High-quality, customizable report exports.</div> <div>Clear, concise guidelines and support resources.</div> <div>Encouragement to contribute to user stories, insights, and discussions.</div>	<div>Recognition for contributions to the field.</div> <div>Regularly updated datasets keeping users engaged.</div> <div>Insights to enhance research capabilities and efforts.</div> <div>Opportunities to contribute to future enhancements.</div>
 <b>Negative moments</b> What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	<div>Overwhelming amount of data without a clear starting point for analysis.</div> <div>Difficulty in understanding the data without proper guidance or tutorials.</div> <div>Lack of awareness about the extensive data sources, leading to missed connections.</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 in getting accurate insights.</div> <div>Users experience lag or slow response times when working with large datasets.</div>	<div>Difficulty in connecting socioeconomic factors.</div> <div>Lack of customization options for reports.</div> <div>Absence of advanced forecasting features.</div>	<div>The format includes when reporting.</div> <div>Data inconsistencies or missing values in some regions.</div> <div>Lack of clear alerts or notifications for data changes.</div>	<div>Lack of updates or delays in new data.</div> <div>Inability to integrate advanced analytics insights into the platform.</div> <div>Limited communication channels for feedback.</div>
 <b>Areas of opportunity</b> How might we make each step better? What ideas do we have? What have others suggested?	<div>Improve discoverability of data using filters, tags, and search functions.</div> <div>Provide a guided onboarding experience or tutorial for first-time users.</div> <div>Implement a summary dashboard that highlights key insights and trends.</div>	<div>Enhance the onboarding experience with interactive guides or webinars.</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 insights for trends.</div> <div>Include regular updates for complex indicators.</div> <div>Provide predefined templates for common research questions.</div> <div>Introduce AI-driven insights and automated data summaries.</div>	<div>Offer real-time export formats (CSV, PDF, PowerPoint).</div> <div>Enable easy sharing of interactive reports in dashboards.</div> <div>Provide data validation checks for accuracy before sharing.</div>	<div>Implement a feedback mechanism for continuous improvement.</div> <div>Send periodic email updates on platform features and data releases.</div> <div>Develop a user community for shared learning and collaboration.</div>