

Project Design Phase-II
Customer Journey Map

Date	10 March 2025
Team ID	PNT2025TMID07045
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>Entice How does someone become aware of this service?</div>	<div>Enter What do people experience as they begin the process?</div>	<div>Engage In the core moments in the process, what happens?</div>	<div>Exit What do people typically experience as the process finishes?</div>	<div>Extend What happens after the experience is over?</div>
<div>Experience steps 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>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?</div>	<div><div>Marketing teams, Researchers</div><div>Influencers, Policymakers, Academics</div><div>Researchers or educators who share data and insights, providing context and expertise</div><div>Social media platforms, Academic conferences</div><div>Government websites, Industry websites</div><div>Allowed or forbidden or regulated where they interact with the platform and its value</div><div>Blog articles, Online articles, Email newsletters</div><div>Video explainer, Research reports</div><div>They engage with blog posts, video explainer, or research report that provide in context of the both stages</div></div>	<div><div>Customer support, Online community members</div><div>Data analysts, Fellow researchers</div><div>Users visit online customer support community members to get advice on navigating or managing the dashboard</div><div>Power BI guides, Help center, Online documentation, YouTube tutorial</div><div>Power BI guides, Help center, Online documentation, YouTube tutorial</div><div>Visit the Power BI guide, help center, or online documentation to understand features</div><div>Dashboard interface, User guides</div><div>Outstanding emails, Chat support</div><div>Interact with according email, tutorials, or other reports to learn navigation</div></div>	<div><div>Colleague</div><div>Research advisors</div><div>Supervisors</div><div>Requested consultants with colleagues or supervisors to request findings</div><div>Data visualization dashboards</div><div>Cloud storage platform</div><div>Power BI workspace</div><div>They visit within the Power BI workspace or cloud storage platform for further analysis</div><div>Interested or share</div><div>Reporting tools</div><div>Data tables</div><div>They manage data data through charts, tables, and reporting tools to generate insights</div></div>	<div><div>Collaborate with other researchers</div><div>Editors, Stakeholders</div><div>Users present findings to policymakers or stakeholders for academic review</div><div>Academic journals</div><div>Government policy reports, Professional conferences</div><div>They publish results in journals, government reports, or at conferences</div><div>Downloadable reports</div><div>Online guides, Publishing platforms</div><div>They use online guidelines and downloadable reports to ensure accurate documentation</div></div>	<div><div>Community members, Advisory groups</div><div>Data scientists, Platform developers</div><div>Users discuss findings or other features or provide feedback to platform developers</div><div>Online forums, Research consortiums</div><div>Power BI feedback channels</div><div>Online research platform and global health initiatives</div><div>Newsletters, Feedback surveys</div><div>Webinars, Discussion boards</div><div>The subscribe to newsletters that feature surveys, or participate in webinars</div></div>
<div>Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")</div>	<div><div>Help me find related data on institution trends</div><div>Help me avoid missing out on critical trends or research</div><div>Help me avoid confusion or misinterpretation</div><div>Help me understand why recommendations are being made</div></div>	<div><div>Help me understand how to navigate and use this dashboard efficiently</div><div>Help me avoid missing time figuring out how to use the tool</div><div>Help me avoid missing important 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>	<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 research data</div><div>Help me track the latest of my research or policy recommendations</div><div>Help me connect with other experts in the field</div></div>	
<div>Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?</div>	<div><div>Discovering or exploring an interactive Power BI dashboard that provides immediate insights</div><div>Engaging with a community that shares trends and implications of the data</div><div>Reading credible sources like WHO and UNICEF that confirm the analysis</div></div>	<div><div>The dashboard is intuitive, making it easy to explore data without extensive training</div><div>Finding useful tooltips and guided instructions that simplify the process</div><div>The presence of sample reports provides that demonstrates the range of analytics</div></div>	<div><div>Free to use filtering and visualization tools</div><div>Ability to compare multiple countries or time periods in the charts</div><div>Seamless integration with external tools like Excel, Tableau, Google Sheets, Google Forms</div></div>	<div><div>High quality, customizable report reports</div><div>Clear data visualization and source credibility</div><div>Encouragement to contribute to open data initiatives and research</div></div>	<div><div>Recognition for contributions to the field</div><div>Regularly updated datasets keeping users engaged</div><div>Initiatives to facilitate research collaborations or events</div><div>Opportunities to contribute to future data enhancements</div></div>
<div>Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?</div>	<div><div>Overwhelming amount of data without a clear starting point for analysis</div><div>Difficulty in understanding the data without proper guidance or tooltips</div><div>Lack of awareness about the advanced features, 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 frustration and getting inaccurate insights</div><div>Limited exploration of other reporting tools when using the dashboard</div></div>	<div><div>Difficulty in converting socioeconomic factors</div><div>Lack of customization options for reports</div><div>Absence of automated trend analysis or forecasting features</div></div>	<div><div>High format limitations when exporting</div><div>Data inconsistency or missing values in some reports</div><div>Lack of user-friendly methods for sharing interactive versions of the dashboard</div></div>	<div><div>Lack of updates or delays in new data</div><div>Inability to integrate with external tools or APIs for data integration</div><div>Limited communication channels for feedback</div></div>
<div>Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?</div>	<div><div>Improve discoverability through guided tours, tooltips, and contextual help</div><div>Provide a guided onboarding experience or tutorial for first-time users</div><div>Implement a summary section highlighting key insights and trends along the data</div></div>	<div><div>Enhance the onboarding experience with interactive tutorials or webinars</div><div>Optimize performance to ensure smooth navigation and faster data retrieval</div><div>Provide a simplified mode for the dashboard with essential features highlighted</div></div>	<div><div>Provide predictive analytics for trends</div><div>Include exportatory tools for complex indicators</div><div>Provide pre-built 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 feature releases and data changes</div><div>Develop a user community for shared learning and collaboration</div></div>
<div>Product School</div>	<div> See an example</div>				