

Project Design Phase-II
Customer Journey Map

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| Date | 10 March 2025 |
| Team ID | PNT2025TMID07046 |
| Project Name | Global Food Production Trend and Analysis a comprehensive study from 1961 to 2023 using power BI |

Customer Journey Map Template:

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| <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>Discovering the Analysis Users find the analysis via search engines, social media, or discussions.</div> <div>Exploring Related Content They need steps on how others have navigated the analysis.</div> <div>Learning from Success Stories Users view case studies on how others benefited from the insights.</div> | <div>Accessing the Dashboard Users open the Power BI dashboard via a link or research portal.</div> <div>Understanding Navigation They explore tooltips, data sources, and filter web guidance.</div> <div>Getting Started with Tutorials Users watch tutorial or learn about dashboard navigation.</div> | <div>Filtering and Analyzing Data Users apply filters to view trends by country, region, or demographics.</div> <div>Generating Insights and Reports They create visual reports and compare navigation trends over time.</div> <div>Exporting and Sharing Findings Users convert insights and share reports with key stakeholders.</div> | <div>Finalizing Reports Users review and refine final reports before submission.</div> <div>Validating and Verifying Data They ensure data accuracy and alignment with their research goals.</div> <div>Presenting Insights to Stakeholders Users share their findings with policymakers, NGOs, and research groups.</div> | <div>Revisiting for Updated Data Users return to check new information and insights.</div> <div>Providing Feedback and Suggestions They submit feedback to improve dashboard functionality.</div> <div>Applying Insights to New Research Users integrate findings into future studies and policy recommendations.</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>Marketing teams, Researchers Social media platforms, Academic conferences</div> <div>Influencers, Policy-makers, Academics Government websites, Industry webinars</div> <div>Researchers or other users Academic conferences or webinars where users present research or learn from others' insights</div> | <div>Customer support, Online community members Power BI portal, Help center, Online documentation, Tutorial videos</div> <div>Data analysts, Policy researchers Power BI portal, Help center, Online documentation, Tutorial videos</div> <div>Users need online customer support or community members for guidance or assistance in navigating the dashboard Visit the Power BI portal, help center, or online documentation for assistance</div> | <div>Colleagues Data visualization dashboards</div> <div>Research subjects Cloud storage platforms</div> <div>Supervisors Power BI workspace</div> <div>Researchers collaborate with colleagues or supervisors to interpret findings This step refers to their final output of data visualization platform for further analysis</div> | <div>Colleagues with other researchers Academic journals</div> <div>Editors, Stakeholders Government policy reports, Professional conferences</div> <div>Users present findings to colleagues or supervisors to interpret reports for audience analysis They publish results in journals, government reports, or at conferences</div> | <div>Community members, Advisory groups Online forums, Research consortiums</div> <div>Data scientists, Platform developers Power BI feedback channels</div> <div>Users discuss findings in other forums or provide feedback to platform developers Online research platforms and public health initiatives</div> |
| <div>Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")</div> | <div>Help me find useful data on sustainable trends</div> <div>Help me avoid missing out on critical trends or research</div> <div>Help me avoid unreliable or outdated data</div> | <div>Help me understand how to navigate and use the dashboard efficiently</div> <div>Help me avoid missing time figuring out how to use the tool</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 innovation 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>Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?</div> | <div>Discovering an easy-to-use interface that doesn't overwhelm the user</div> <div>Engaging with content that is relevant and personalized to the user</div> <div>Finding credible sources like WHO and UNICEF that offer the analysis</div> | <div>The dashboard is intuitive, making it easy to navigate and explore data without extensive training</div> <div>Finding useful tooltips and guided tours that help during the process</div> <div>The presence of various report templates and reports that streamline data analysis</div> | <div>Easy-to-use filtering and navigation tools</div> <div>Ability to compare multiple countries or time periods in the data</div> <div>Seamless integration with external tools like Excel, Tableau, Google Sheets</div> | <div>High-quality, customizable report exports</div> <div>Clear navigation guidelines and accurate credibility</div> <div>Encouragement to contribute to open data initiatives and discussions</div> | <div>Recognition for contributions to the field</div> <div>Regularly updated datasets keeping users engaged</div> <div>Initiatives to reduce research collaboration or events</div> |
| <div>Negative moments What steps does a typical person find frustrating, confusing, annoying, costly, or time-consuming?</div> | <div>Overwhelming amount of data without clear starting point for analysis</div> <div>Difficulty in understanding the data without proper guidance or tooltips</div> <div>Lack of awareness about the relevance of the dashboard, leading to missed opportunities</div> | <div>The learning curve took time due to the complexity of the interface</div> <div>Some filters or features are unclear, leading to frustration or getting inaccurate insights</div> <div>Users experiencing slow data response times when using large datasets</div> | <div>Difficulty in connecting external data sources</div> <div>Lack of customization options for reports</div> <div>Absence of automated trend analysis or forecasting features</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 generated reports of the dashboard</div> | <div>Lack of address or design in tooltips</div> <div>Inability to integrate generated insights into the platform</div> <div>Limited communication channels for feedback</div> |
| <div>Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?</div> | <div>Improve discoverability through better SEO, digital marketing, and community engagement</div> <div>Provide a guided onboarding experience or tutorial to help the users</div> <div>Implement a rating system for helpful insights, allowing users to share their feedback</div> | <div>Enhance the onboarding experience with interactive tutorials and webinars</div> <div>Optimize performance to ensure smooth navigation and faster data retrieval</div> <div>Provide a simplified view for first-time users with essential features highlighted</div> | <div>Provide predictive analytics for trends</div> <div>Increase exploratory tools for complex datasets</div> <div>Provide personalized templates for common research questions</div> <div>Integrate AI-driven insights and automated recommendations</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 reliability</div> | <div>Implement a feedback mechanism for continuous improvement</div> <div>Send periodic email updates on new features, trends, and data releases</div> <div>Develop a user community for shared learning and collaboration</div> |
|  See an example | | | | | |