

Project Design Phase-II
Customer Journey Map

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Project Name	Predicting Plant Growth Stages with Environmental and Management Data 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>Discovering the Analysis Users find the analysis on search engines, social media, or discussions.</div> <div>Exploring Related Content They read blogs, reports, or podcasts powered by the analysis.</div> <div>Learning from Success Stories Users can case studies or how others benefited from the insights.</div>	<div>Accessing the Dashboard Users open the Power BI dashboard via links or research portals.</div> <div>Understanding Navigation They explore features, data sources, and filter with guidance.</div> <div>Getting Started with Tutorials Users watch tutorials or can benefit from dashboard navigation.</div>	<div>Filtering and Analyzing Data Users apply filters to view insights by country, region, or demographics.</div> <div>Generating Insights and Reports They create visual reports with compare, presentation trends and more.</div> <div>Exporting and Sharing Findings Users export insights and share reports with key stakeholders.</div>	<div>Finalizing Reports Users review and submit 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 insights after some time 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</div> <div>AI Assistants, Policy-makers, Journalists</div> <div>Researchers or policymakers who were impacted by your dashboard search or analysis, or who were influenced by your insights.</div>	<div>Customer support, Online community members</div> <div>Data analysts, Policy researchers</div> <div>Users need online customer support, community members for guidance or assistance or changing the dashboard.</div>	<div>Collegues</div> <div>Research advisors</div> <div>Supervisors</div> <div>Responsible stakeholders with colleagues or supervisors to request findings.</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>Community members, Advocacy groups</div> <div>Data scientists, Platform developers</div> <div>Users discuss findings or other feedback or provide feedback to platform developers.</div>
	<div>Social media platforms, Academic conferences</div> <div>Government websites, Industry webinars</div> <div>Abstracts or forums or webinars where experts discuss the analysis and its value.</div>	<div>Power BI portal, Help center, Online documentation, YouTube tutorial</div> <div>Power BI portal, Help center, Online documentation, YouTube tutorial</div> <div>Visit the Power BI portal, Help center, or online documentation to understand features.</div>	<div>Data visualization dashboards</div> <div>Cloud storage platforms</div> <div>Power BI workspace</div> <div>They visit within the Power BI workspace to download visual of platforms for further analysis.</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>Online forums, Research consortiums</div> <div>Power BI feedback channels</div> <div>Online research platforms and global health initiatives.</div>
	<div>Blog articles, Online articles, Social interaction</div> <div>Video explainer, Research reports</div> <div>This engages with blog posts, video explainer, or research report made or available at the said insights.</div>	<div>Dashboard interface, User guides</div> <div>Outstanding emails, Chat support</div> <div>Interact with dashboard using tutorials, or other supports under guidance.</div>	<div>Interactive charts</div> <div>Reporting tools</div> <div>Data tables</div> <div>They manipulate data through charts, tables, and reporting tools to generate insights.</div>	<div>Downloadable reports</div> <div>Online guidelines, Publishing platforms</div> <div>They can obtain guidelines and downloadable reports to ensure accurate documentation.</div>	<div>Newsletters, Feedback surveys</div> <div>Webinars, Discussion boards</div> <div>The subscribe to newsletters, fill feedback surveys, or participate in webinars.</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 reliable data on real-time trends.</div> <div>Help me avoid missing out on critical trends or research.</div> <div>Help me avoid confusion or contradictory data.</div>	<div>Help me understand how to navigate and use the dashboard efficiently.</div> <div>Help me avoid wasting 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 research data.</div> <div>Help me connect with other experts and organizations in the field.</div>
	<div>Help me understand why recommendations are being made.</div> <div>Help me quickly locate relevant data for my research or project.</div>	<div>Help me understand how to navigate and use the dashboard efficiently.</div> <div>Help me avoid wasting 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 research data.</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 or exploring new information that provides valuable insights.</div> <div>Engaging with a community or network of experts and professionals in the data.</div> <div>Feeling confident about the insights and analysis they have generated.</div>	<div>The dashboard is intuitive, making it easy to explore data without extensive training.</div> <div>Feeling confident about the insights and analysis they have generated.</div> <div>The precision of the analysis results is impressive, leading to accurate insights.</div>	<div>Free 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 outputs.</div> <div>Clear color guidelines and accurate readability.</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 encourage research collaboration or events.</div>
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<div>Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?</div>	<div>Overwhelming amount of data without a clear starting point for analysis.</div> <div>Difficulty in exporting data or sharing insights without proper guidance or tools.</div> <div>Lack of awareness about the existence of this dashboard, leading to missed opportunities.</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 accurate insights.</div> <div>Limited export options or sharing options, when using large datasets.</div>	<div>Difficulty in connecting data sources or factors.</div> <div>Lack of customization options for reports.</div> <div>Absence of automated trend analysis or forecasting features.</div>	<div>Too formal or tedious when exporting.</div> <div>Data inconsistencies or missing values in some reports.</div> <div>Lack of user-friendly methods for sharing interactive versions of the dashboard.</div>	<div>Lack of updates or delays in new data.</div> <div>Inability to integrate with other tools or platforms.</div> <div>Limited communication channels for feedback.</div>
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<div>Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?</div>	<div>Improve discoverability of the dashboard via email newsletters, social media, and partnerships with research institutions.</div> <div>Provide a guided onboarding experience or tutorial for first-time users.</div> <div>Implement a summary section highlighting key insights and trends, allowing users to filter data.</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>Provide predictive insights for trends.</div> <div>Include accessibility options for complex visualizations.</div> <div>Provide pre-built templates for common research queries.</div> <div>Enhance data visualization with interactive insights and drill-down summaries.</div>	<div>Offer multiple report formats (PDF, PowerPoint).</div> <div>Enable easy sharing of interactive reports or dashboards.</div> <div>Provide data validation checks for accuracy and errors.</div>	<div>Implement a feedback mechanism for continuous improvement.</div> <div>Send periodic email updates on dashboard trends and data releases.</div> <div>Develop a user community for shared learning and collaboration.</div>

See an example