

Project Design Phase-II

Customer Journey Map

Date	12 March 2025
Team ID	PNT2025TMID02987
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><div>Interactions What interactions do they have at each step along the way?</div><div><div>■ People: Who do they see or talk to?</div><div>■ Places: Where are they?</div><div>■ Things: What digital touchpoints or physical objects do they use?</div></div></div>	<div><div>Networking events, Webinars, Podcasts, Journals</div><div>Influencers, Policy makers, Academics</div><div>Researchers in various countries, governments, NGOs, and industry associations</div></div> <div><div>Social media platforms, Academic conferences</div><div>Government websites, Industry webinars</div><div>Attended conferences or webinars where researchers discuss the analysis and its value</div></div> <div><div>Blog articles, Online news, Email newsletters</div><div>Video explainer, Research papers</div><div>This engages with key stakeholders, researchers, or associations that provide resources or insights</div></div>	<div><div>Customer support, Online community members</div><div>Data insights, Fellow researchers</div><div>Users visit online customer support community members for guidance or assistance in navigating the dashboard</div></div> <div><div>Power BI guide, Help center, Online documentation, YouTube tutorial</div><div>Power BI guide, Help center, Online documentation, YouTube tutorial</div><div>Visit the Power BI guide, help center, or online documentation to understand features</div></div> <div><div>Dashboard interface, User guides</div><div>Outstanding emails, Chat support</div><div>Interact with a dashboard, email, chat, or other support resources</div></div>	<div><div>Colleagues</div><div>Research subjects</div><div>Supervisors</div><div>Researchers collaborate with colleagues or supervisors to inspect findings</div></div> <div><div>Data visualization dashboards</div><div>Cloud storage platforms</div><div>Reporting tools</div><div>This work relies on the Power BI ecosystem or other data visualization platforms for further analysis</div></div> <div><div>Interactive charts</div><div>Data folders</div><div>This work relies on the Power BI ecosystem or other data visualization platforms for further analysis</div></div>	<div><div>Colleagues with other researchers</div><div>Editors, Stakeholders</div><div>Stakeholder meetings to discuss findings and recommendations</div></div> <div><div>Academic journals</div><div>Governmental conferences</div><div>Obtain guidelines, Regulatory guidelines</div><div>This work relies on the Power BI ecosystem or other data visualization platforms for further analysis</div></div> <div><div>Downloadable reports</div><div>Online guidelines, Regulatory guidelines</div><div>This work relies on the Power BI ecosystem or other data visualization platforms for further analysis</div></div>	<div><div>Community members, Advisory groups</div><div>Data scientists, Platform developers</div><div>Users discuss findings or other findings or provide feedback to platform developers</div></div> <div><div>Online forums, Research communities</div><div>Power BI feedback channels</div><div>Online research platforms and global health initiatives</div></div> <div><div>Newsletters, Feedback surveys</div><div>Webinars, Discussion boards</div><div>They subscribe to newsletters, attend webinars, or participate in webinars</div></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><div>Help me find the latest data on my research topic</div><div>Help me avoid missing out on important research</div><div>Help me understand why researchers are doing this</div></div> <div><div>Help me avoid missing out on important research</div><div>Help me avoid missing out on important research</div><div>Help me avoid missing out on important research</div></div> <div><div>Help me avoid missing out on important research</div><div>Help me avoid missing out on important research</div><div>Help me avoid missing out on important research</div></div>	<div><div>Help me understand why researchers are doing this</div><div>Help me avoid missing out on important research</div><div>Help me avoid missing out on important research</div></div> <div><div>Help me avoid missing out on important research</div><div>Help me avoid missing out on important research</div><div>Help me avoid missing out on important research</div></div> <div><div>Help me avoid missing out on important research</div><div>Help me avoid missing out on important research</div><div>Help me avoid missing out on important research</div></div>	<div><div>Help me understand why researchers are doing this</div><div>Help me avoid missing out on important research</div><div>Help me avoid missing out on important research</div></div> <div><div>Help me avoid missing out on important research</div><div>Help me avoid missing out on important research</div><div>Help me avoid missing out on important research</div></div> <div><div>Help me avoid missing out on important research</div><div>Help me avoid missing out on important research</div><div>Help me avoid missing out on important research</div></div>	<div><div>Help me understand why researchers are doing this</div><div>Help me avoid missing out on important research</div><div>Help me avoid missing out on important research</div></div> <div><div>Help me avoid missing out on important research</div><div>Help me avoid missing out on important research</div><div>Help me avoid missing out on important research</div></div> <div><div>Help me avoid missing out on important research</div><div>Help me avoid missing out on important research</div><div>Help me avoid missing out on important research</div></div>	<div><div>Help me understand why researchers are doing this</div><div>Help me avoid missing out on important research</div><div>Help me avoid missing out on important research</div></div> <div><div>Help me avoid missing out on important research</div><div>Help me avoid missing out on important research</div><div>Help me avoid missing out on important research</div></div> <div><div>Help me avoid missing out on important research</div><div>Help me avoid missing out on important research</div><div>Help me avoid missing out on important research</div></div>
<div><div>Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?</div></div>	<div><div>Discovering an exciting new research topic</div><div>Exploring a new research topic</div><div>Reading a new research paper</div></div> <div><div>Discovering an exciting new research topic</div><div>Exploring a new research topic</div><div>Reading a new research paper</div></div> <div><div>Discovering an exciting new research topic</div><div>Exploring a new research topic</div><div>Reading a new research paper</div></div>	<div><div>Discovering an exciting new research topic</div><div>Exploring a new research topic</div><div>Reading a new research paper</div></div> <div><div>Discovering an exciting new research topic</div><div>Exploring a new research topic</div><div>Reading a new research paper</div></div> <div><div>Discovering an exciting new research topic</div><div>Exploring a new research topic</div><div>Reading a new research paper</div></div>	<div><div>Discovering an exciting new research topic</div><div>Exploring a new research topic</div><div>Reading a new research paper</div></div> <div><div>Discovering an exciting new research topic</div><div>Exploring a new research topic</div><div>Reading a new research paper</div></div> <div><div>Discovering an exciting new research topic</div><div>Exploring a new research topic</div><div>Reading a new research paper</div></div>	<div><div>Discovering an exciting new research topic</div><div>Exploring a new research topic</div><div>Reading a new research paper</div></div> <div><div>Discovering an exciting new research topic</div><div>Exploring a new research topic</div><div>Reading a new research paper</div></div> <div><div>Discovering an exciting new research topic</div><div>Exploring a new research topic</div><div>Reading a new research paper</div></div>	<div><div>Discovering an exciting new research topic</div><div>Exploring a new research topic</div><div>Reading a new research paper</div></div> <div><div>Discovering an exciting new research topic</div><div>Exploring a new research topic</div><div>Reading a new research paper</div></div> <div><div>Discovering an exciting new research topic</div><div>Exploring a new research topic</div><div>Reading a new research paper</div></div>
<div><div>Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?</div></div>	<div><div>Discovering an exciting new research topic</div><div>Exploring a new research topic</div><div>Reading a new research paper</div></div> <div><div>Discovering an exciting new research topic</div><div>Exploring a new research topic</div><div>Reading a new research paper</div></div> <div><div>Discovering an exciting new research topic</div><div>Exploring a new research topic</div><div>Reading a new research paper</div></div>	<div><div>Discovering an exciting new research topic</div><div>Exploring a new research topic</div><div>Reading a new research paper</div></div> <div><div>Discovering an exciting new research topic</div><div>Exploring a new research topic</div><div>Reading a new research paper</div></div> <div><div>Discovering an exciting new research topic</div><div>Exploring a new research topic</div><div>Reading a new research paper</div></div>	<div><div>Discovering an exciting new research topic</div><div>Exploring a new research topic</div><div>Reading a new research paper</div></div> <div><div>Discovering an exciting new research topic</div><div>Exploring a new research topic</div><div>Reading a new research paper</div></div> <div><div>Discovering an exciting new research topic</div><div>Exploring a new research topic</div><div>Reading a new research paper</div></div>	<div><div>Discovering an exciting new research topic</div><div>Exploring a new research topic</div><div>Reading a new research paper</div></div> <div><div>Discovering an exciting new research topic</div><div>Exploring a new research topic</div><div>Reading a new research paper</div></div> <div><div>Discovering an exciting new research topic</div><div>Exploring a new research topic</div><div>Reading a new research paper</div></div>	<div><div>Discovering an exciting new research topic</div><div>Exploring a new research topic</div><div>Reading a new research paper</div></div> <div><div>Discovering an exciting new research topic</div><div>Exploring a new research topic</div><div>Reading a new research paper</div></div> <div><div>Discovering an exciting new research topic</div><div>Exploring a new research topic</div><div>Reading a new research paper</div></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><div>Discovering an exciting new research topic</div><div>Exploring a new research topic</div><div>Reading a new research paper</div></div> <div><div>Discovering an exciting new research topic</div><div>Exploring a new research topic</div><div>Reading a new research paper</div></div> <div><div>Discovering an exciting new research topic</div><div>Exploring a new research topic</div><div>Reading a new research paper</div></div>	<div><div>Discovering an exciting new research topic</div><div>Exploring a new research topic</div><div>Reading a new research paper</div></div> <div><div>Discovering an exciting new research topic</div><div>Exploring a new research topic</div><div>Reading a new research paper</div></div> <div><div>Discovering an exciting new research topic</div><div>Exploring a new research topic</div><div>Reading a new research paper</div></div>	<div><div>Discovering an exciting new research topic</div><div>Exploring a new research topic</div><div>Reading a new research paper</div></div> <div><div>Discovering an exciting new research topic</div><div>Exploring a new research topic</div><div>Reading a new research paper</div></div> <div><div>Discovering an exciting new research topic</div><div>Exploring a new research topic</div><div>Reading a new research paper</div></div>	<div><div>Discovering an exciting new research topic</div><div>Exploring a new research topic</div><div>Reading a new research paper</div></div> <div><div>Discovering an exciting new research topic</div><div>Exploring a new research topic</div><div>Reading a new research paper</div></div> <div><div>Discovering an exciting new research topic</div><div>Exploring a new research topic</div><div>Reading a new research paper</div></div>	<div><div>Discovering an exciting new research topic</div><div>Exploring a new research topic</div><div>Reading a new research paper</div></div> <div><div>Discovering an exciting new research topic</div><div>Exploring a new research topic</div><div>Reading a new research paper</div></div> <div><div>Discovering an exciting new research topic</div><div>Exploring a new research topic</div><div>Reading a new research paper</div></div>

© See an example