

Project Design Phase-II  
Customer Journey Map

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| 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:

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|---|---|--|---|---|---|
| <div>Scenario:<br/>[Existing experience through a product or service]</div>   | <div><b>Entice</b><br/>How does someone become aware of this service?</div>  | <div><b>Enter</b><br/>What do people experience as they begin the process?</div>  | <div><b>Engage</b><br/>In the core moments in the process, what happens?</div>   | <div><b>Exit</b><br/>What do people typically experience as the process finishes?</div>  | <div><b>Extend</b><br/>What happens after the experience is over?</div>  |
| <div><b>Experience steps</b><br/>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><b>Interactions</b><br/>What interactions do they have at each step along the way?<br/><br/>■ <b>People:</b> Who do they see or talk to?<br/>■ <b>Places:</b> Where are they?<br/>■ <b>Things:</b> What digital touchpoints or physical objects do they use?</div> | <div><div>Marketing teams, Researchers</div><div>Influencers, Podcasters, Journalists</div><div>Researchers or scholars present research findings, press conferences, in-person or online roundtable discussions or panels</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 blog posts, video explainer, or research papers that provide an overview of the tool's insights</div></div> | <div><div>Customer support, Online community members</div><div>Data analysts, Fellow researchers</div><div>User on-boarding, 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>Colleague</div><div>Research advisors</div><div>Supervisors</div><div>Power BI workspace</div><div>Researcher's guidance with colleagues or supervisors to interpret findings</div><div>They create initial reports and compare meaningful trends over time</div><div>Users select insights and share reports with their stakeholders</div></div> <div><div>Interactive charts</div><div>Research advisors</div><div>Supervisors</div><div>Power BI workspace</div><div>They manipulate data through charts, tables, and exporting tools to generate insights</div></div> | <div><div>Collaborate with other researchers</div><div>Editors, Stakeholders</div><div>Users present findings to other partners or submit reports for additional review</div><div>Academic journals</div><div>Government policy reports, Professional conferences</div><div>They publish insights in journals, government reports, or conferences</div><div>Online guides, Academic guidelines</div><div>Online guides, Academic guidelines</div><div>They use online guidelines and documentation to ensure data is documented</div></div> <div><div>Help me prevent my findings from being lost or inefficient</div><div>Help me extract data accurately to my reporting</div><div>Help me collaborate with other analysts to my insights</div></div> | <div><div>Community members, Advisory groups</div><div>Data scientists, Platform connectors</div><div>Users discuss findings in online forums or provide feedback to platform developers</div><div>Online forums, Research communities</div><div>Power BI feedback channels</div><div>Online research platforms and global health initiatives</div><div>They subscribe to newsletters, find business partners, or participate in webinars</div></div> <div><div>Help me stay updated with the latest information and data</div><div>Help me track the impact of my research or policy recommendations</div><div>Help me connect with other researchers in the field</div></div> |
| <div><b>Goals &amp; motivations</b><br/>At each step, what is a person's primary goal or motivation? (Help me, " or "Help me avoid...")</div>   | <div><div>Reduce the volume data on visualization tools</div><div>Help me avoid redundancy or cluttered data</div><div>Help me understand my visualization, creating new trends</div></div>   | <div><div>Help me understand how to navigate and use the dashboard effectively</div><div>Help me avoid missing important insights due to lack of familiarity with the platform</div></div>   | <div><div>Help me extract meaningful insights for my research or policy decisions</div><div>Help me collaborate the data to my specific needs</div><div>Help me validate and cross-reference findings with other sources</div></div>  | <div><div>Help me prevent my findings from being lost or inefficient</div><div>Help me extract data accurately to my reporting</div><div>Help me collaborate with other analysts to my insights</div></div>   | <div><div>Help me stay updated with the latest information and data</div><div>Help me track the impact of my research or policy recommendations</div><div>Help me connect with other researchers in the field</div></div>   |
| <div><b>Positive moments</b><br/>What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?</div>   | <div><div>Discovering an engaging story through the dashboard that provides interesting "insights"</div><div>Engaging with a community that discusses findings and outcomes of the analysis</div><div>Feeling excited to explore data without extensive training</div></div>  | <div><div>The dashboard is intuitive, making it easy to explore data without extensive training</div><div>Finding useful stories and gaining insights that simplify the process</div><div>The presence of source information provides that determines time usage efficiency</div></div>  | <div><div>Easy to use filtering and visualization tools</div><div>Ability to compare multiple datasets or time periods in a few clicks</div><div>Seamless integration with external tools such as Excel, Tableau, Google Sheets</div></div>   | <div><div>High quality, customizable report export</div><div>Clear, clean guidelines and source credibility</div><div>Engagement to contribute to user data analysis and outcomes</div></div>   | <div><div>Recognition for contributions to the field</div><div>Regularly updated datasets being used on the platform</div><div>Opportunity to contribute to new data to future enhancements</div></div>   |
| <div><b>Negative moments</b><br/>What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?</div>   | <div><div>Overwhelming amount of data without a clear path or proper guidance or tooltips</div><div>Difficulty in understanding the relevance of the data without proper guidance or tooltips</div><div>Lack of awareness about the relevance of the dashboard, leading to missed opportunities</div></div>   | <div><div>The learning curve was steep due to the complexity of the interface</div><div>Some filters or features are unclear, leading to frustration in getting accurate results</div><div>Users experience slow or time-consuming when using large datasets</div></div>   | <div><div>Difficulty in connecting additional external tools</div><div>Lack of customization options for reports</div><div>Absence of advanced filtering or forecasting features</div></div>  | <div><div>The format involves more exporting</div><div>Data redundancy or missing reports in some regions</div><div>Lack of user-friendly methods for sharing interactive versions of the dashboard</div></div>   | <div><div>Lack of updates or data in new data</div><div>Limited user interaction channels for feedback</div></div>  |
| <div><b>Areas of opportunity</b><br/>How might we make each step better? What does we have? What have others suggested?</div>   | <div><div>Improve discoverability through more AI, personalization, and recommendations with relevance analysis</div><div>Provide a guided onboarding experience or tutorial for first-time users</div><div>Improve a summary dashboard highlighting key insights and providing top-level insights</div></div>  | <div><div>Enhance the interactive experience with interactive tooltips or callouts</div><div>Optimize performance by simplifying navigation and faster data retrieval</div><div>Provide a simplified onboarding experience for first-time users with essential features highlighted</div></div>  | <div><div>Provide predictive analytics for trends</div><div>Include export options for complex datasets</div><div>Provide preconfigured templates for common research scenarios</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 in dashboards</div><div>Provide data validation checks for accuracy</div></div>   | <div><div>Implement a feedback mechanism for continuous improvement</div><div>Send periodic email updates on dashboard trends and calls to action</div><div>Develop a user community for shared learning and collaboration</div></div>  |

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See an example