Project Design Phase-II Customer Journey Map

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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:

	Scenario: [Existing experience through a product or service]	Entice How does someone become aware of this service?			Enter What do people experience as they begin the process?			Engage In the cost moments in the process, what happene?					Exit What do propie hipically experience as the process finished?			Extend What happins after the experience is over?		
	Experience steps What does the person (or people) at the center of this scenario typically experience in each step?	Discovering the Analysis	Exploring Related Content	Learning from Success Stories	Accessing the Dashboard	Understanding Navigation	Getting Started with Tutorials	Filtering and Analyzing Data		Generating Insights and Reports	U	oporting and Sharing Findings	Finalizing Reports	Validating and Verifying Data	Presenting Insights to Stakeholders	Revisiting for Updated Data	Providing Feedback and Suggestions	Applying Insights to N Research
		via sauch anglines, social media, or discussions	reports, or academic papers mentioning the analysis.	on how offices benefited from the knowns.	Bildenboard via a link or research podal	data sources, and littles with guidance.	use tooligs for dephased nevigation.	regar, or demographics.		named from the control over time.	an a	I share reports with ey stakeholders.	their final reports before submission.	eccurecy and alignment with their research goals.	policymakers, N9Os, and research-groups	new mainut/filen data one insights.	to improve dashboard functionality.	studies and poli accommendation
	Interactions What interactions do they have at each step along the way?	Marketing tears, Researchers	intuscons, Policymolers, Journalists	Record on a salique dos una sous sociales de para posente de que de acciente atités dured by effances as pararies.	Customer support, Online community members	Deta analysts, Fellow researchers	Uses root out to customer support or community numbers for guidence on societiesty or navigating the doctored.	Coleagues	Research adds	ou	Supervisors	Receastives collaborate with collections in supervisors for interpret feedings.	Collaborate with other researchers	Editors, Stakeholders	Users present Endings to policymakers or submit reports for academic review.	Community members. Advectory groups	Data scientata, Platform developers	Users discuss finds in online forums of provide feedback planform developes
	People: Who do they see or talk to? Places: Where are they?	Social media platforms, Academic conferences	Government websites, Industry web iners	Attend conferences or neclears where speakers abroduce the analysis and its value.	Power III portei, Herp center, Osline documentation, YouTube tatorial		Voicine Power Bi partial help centers, or online documentation to understand features.	Date visualization distribution	Coud stone platforms	* Pc	wer Bl workspace	They work within the Power B workspace or store-date in cloud pixtlerns for further analysis.	Academic journals	Government pulicy reports, Professional conflorences	Trey publish results in purnets, government reports, or at conferences.	Online forums, Research consumbures	Power Bilterdoack channels	Online research platforms and glob beeth initiations.
	Things: What digital touchpoints or physical objects do they use?	Biog erSches, Craine ads, Greek newsletters	Video explainers, Research reports	They empage with blog poots, video explainers, or associating-petit that provide an overview of the cools lesights.	Daynboard interfoce, Liter guides	Onboarding emails, Chat support	Proceed with or boarding entals, between or that apport to recolar questions.	Interactive charts	Reporting to	4	Onle trailes	They manipulate data strough charts, stokes, and separate profes to governor insights.	Downfordable reports	Citation guidelines, Publishing platforms	They use clotton guidelines and convinced differ reports to ensure accurate cocumentation.	Newsjetters, Feedback sameys	Webiners Discussion locards	They subscribe in neveletters, fill or feedback surveys, participate in within
<u>*</u> *	Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me.," or "Help me avoid")	Helpine find relatile data on relinate to transaction transaction.	Help me avoid missing out on child literature or research.	Help the arold smithshift or settly curve of cita.	Help ne understand how to revigate and use this deal-board efficiently	Holpine and the figures: see the	id writing out how to box.	Help ne odlad menneful inglish for my meanth or pelity decisions.	Help me customize the data to fit my specific needs.	Help me validate ond coost-vicence feding with other sources.	3		Hop we present my feelings clearly and effectively.	Help me ensure data accuses in Try reporting.	Heig me colliderate with others and refine my insights.	Help me stay updated with the latest mainutation date.	Hido me track the impact of my research or palicy recommendations.	Help me operators other expension organizations in it seld
		High me understand why exhaustions changing over time.		Neighern note mining replaced to the quoty code arounds thought our to be of landering with the platform. The second of the property of research or property.														
0	Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delignitul, or exciting?	Discovering an ecoyo- sis, interactive Power Bi caddlesed that provides inmediate records.	Encaping with a community that discusses yends and explications of the dista.	Finding credible sources the WHO and UNICEF lessed within the analysis.		Finding useful tootips and guided instructors that simplify the process.	The presence of sample reports or templates that demonstrate date image effectively.	Easy to use (Rating and visualization tools,	Ability to compare multiple countries or time periods in a few class.	Seamless imagnation with external tools in g Excel, Tableau, Social Shreets,			High quelly, customicable report exports.	Dose chalon guidelines and source credibility.	Encouragement to contribute to open data installations and discussions.	Recognition for contributors to the field	Popularly updated defends keeping uses engaged.	invitations to exclusive research colleboration on events.
	senging, or security.																Opportunities to contribute to feature enhancements.	
	Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	Overantelesing around of dele without a clear statistic point for analysis.	Difficulty in unamised the cities without proper guidensco or leeflings.	Lack of awarenes about the enteriors of this dealblored helding to missed opportunities.		Some titlers or feetures are undoor, leading to fuscation in getting accurate insights	Lives experience ag or store response times when loading large daywords.		Lack of customization options for reports.	Absence of subtrees tend analysis or forecasting features	d ·		File former limiterious wheel exposting	Data inconsistencias or missing values in some regions.	Lack of user-friendly nethods for sharing abstraction weights of the distillations.	Leck of applicates or decays in new data.	Inability to intergrant user-generated insights into the platform.	Limited communical charmes for feeds
=	Areas of opportunity How might we make each step better?	Improve-clumerability through seep stick, largeled obteach, and portection with	Provide a guidad orbasoding expositorio or basonia for feature users	Implement's summary socion that highlights way marginishfort thep during that the data	Enteror the orbitation representation or seafferning to or seafferning to.	Optimize performance to mission smooth managation and faces data retained	Provide a simplified mode for first time upon with essential lentures highlighted	Provide predictive analytics for trence	Include expansiony naise, for complex indicators.	Provide precisions berepides for commo research caretions.	Februare Air- in lessyste and salt data samma	mated	Offer multiple export formas (SSE/RDF, PowerFair).	Enable easy sharing of alleractive reports or clinificancis.	Provide data validation checks for accuracy assumes.	Intelligent a Necthack mechanism for continuous ingressement.	Sent patodic email updates or motival from money to motival from motivation of calculus.	Develop a see consumity for the learning and collaboration.
	What ideas do we have? What have others suggested?	scatomic indicators.		20,000	o manage.		yuu									- Liptonia L	autorio.	CARLAND