

College Food Choices – Journey Map (Step-by-Step)

Stage	Steps (What Happens)	Interactions (What They Use / See / Do)	Goals & Motivations (Help Me...)	Positive Moments	Negative Moments	Opportunities
Entice	Recognize need for nutritional awareness among students	Conversations with students, faculty, admin; academic wellness reports	...understand how food choices affect health and academic performance	Stakeholder enthusiasm for improving student life	Limited existing data or fragmented insights	Build data-driven awareness of emotional eating, comfort food patterns, and diet perception
Enter	Collect food behavior data (CSV) via surveys or institutional datasets	CSV files (food_coded.csv), forms, or backend intake forms	...collect detailed data on food, exercise, emotions, preferences	Successful ingestion into pandas / SQL pipeline	Missing values, non-uniform categories	Automate preprocessing with Python & SQL filters; normalize categories (e.g., food types, mood triggers)
	Clean, filter, and preprocess data using pandas + SQL	Jupyter Notebook, SQL Workbench, pandas	...trust the data structure and clean variables before visualization	Clear structure, recoded categories, ready for analysis	Time-consuming cleaning, subjective survey inputs	Document assumptions, use value labels, and track cleaning scripts in version control
Engage	Design Tableau dashboards to visualize calorie trends, comfort food, emotion triggers, GPA, exercise frequency	Tableau Desktop, Public Gallery, SQL-filtered data sources	...quickly grasp complex patterns via interactive dashboards	Seeing correlations (e.g., between “comfort food” and “sadness”)	Hard to convey qualitative factors visually	Use text clustering, emotional keywords, or pre-scored behavioral tags to reveal latent patterns
	Embed Tableau dashboards into Flask app for stakeholder or public access	Flask routes, HTML templates with iframe integration	...present dashboards on a web interface that’s intuitive and accessible	Seamless integration, easy feedback from stakeholders	Iframe styling/rendering issues	Use Bootstrap CSS frameworks for responsiveness; test cross-device compatibility

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Exit	Deploy web app to platforms like Render via GitHub workflows	GitHub (repo hosting), Render (deployment), custom domains	...host and share the solution with wider academic/health communities	Real-time access to a centralized dashboard	Network hiccups or version errors	Add CI/CD setup for auto-deploy, README docs for ease of use, and uptime monitoring
	Share insights with stakeholders (students, faculty, health professionals)	Slide decks, interactive site demos, research reports	...translate insights into academic and nutritional support actions	Data validates intuitive experiences and provides direction	Stakeholder overload with info or unclear calls-to-action	Provide personas and scenarios (e.g., “stress-eater with GPA dip”) to make insights more relatable
Extend	Predict patterns, recommend health interventions, and guide dietary decisions	Custom dashboards, predictive logic using historical GPA, diet ratings, emotion triggers	...receive personalized insights and evidence-based strategies	Seeing health impact scores or habit alerts tailored to groups	Need for data privacy and ethical modeling	Introduce anonymized IDs, opt-in features, and aggregate dashboards for group trends without exposing individuals