

Project Design Phase-II  
Customer Journey Map

Date	10 March 2025
Team ID	PNT2025TMID06955
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><b>Entice</b> How does someone become aware of this service?</div>	<div><b>Enter</b> What do people experience as they begin the process?</div>	<div><b>Engage</b> In the core moments in the process, what happens?</div>	<div><b>Exit</b> What do people typically experience as the process finishes?</div>	<div><b>Extend</b> What happens after the experience is over?</div>
<div><b>Experience steps</b> What does the person (or people) at the center of this scenario typically experience in each step?</div>	<div><b>Discovering the Analysis</b> Users find the analysis via search engines, social media, or discussions.</div> <div><b>Exploring Related Content</b> They read blogs, reports or research papers mentioning the analysis.</div> <div><b>Learning from Success Stories</b> Users view case studies or how others benefited from the analysis.</div>	<div><b>Accessing the Dashboard</b> Users open the Power BI dashboard via links or research portal.</div> <div><b>Understanding Navigation</b> They explore features, data sources, and filters with guidance.</div> <div><b>Getting Started with Tutorials</b> Users watch tutorials or use tooltips for dashboard navigation.</div>	<div><b>Filtering and Analyzing Data</b> Users apply filters to view trends by country, region, or demographics.</div> <div><b>Generating Insights and Reports</b> They create visual reports and compare visualization trends over time.</div> <div><b>Exporting and Sharing Findings</b> Users export insights and share reports with key stakeholders.</div>	<div><b>Finalizing Reports</b> Users review and refine their final report before submission.</div> <div><b>Validating and Verifying Data</b> They ensure data accuracy and alignment with their research goals.</div> <div><b>Presenting Insights to Stakeholders</b> Users share their findings with policymakers, NGOs, and research groups.</div>	<div><b>Revisiting for Updated Data</b> Users return to check new data after their case and insights.</div> <div><b>Providing Feedback and Suggestions</b> They submit feedback to improve dashboard functionality.</div> <div><b>Applying Insights to New Research</b> Users integrate insights into future studies and policy recommendations.</div>
<div><b>Interactions</b> What interactions do they have at each step along the way?  • <b>People:</b> Who do they see or talk to? • <b>Places:</b> Where are they? • <b>Things:</b> What digital touchpoints or physical objects do they use?</div>	<div><b>Marketing teams, Researchers</b></div> <div><b>Influencers, Policymakers, Academics</b></div> <div><b>Researchers or educators who share data and insights, government reports or academic articles, industry information or journals.</b></div> <div><b>Social media platforms, Academic conferences</b></div> <div><b>Government websites, Industry websites</b></div> <div><b>Allowed or featured on websites where analysts share the analysis and its value.</b></div> <div><b>Blog articles, Online news, Email newsletters</b></div> <div><b>Video explainers, Research reports</b></div> <div><b>They engage with blog posts, video explainers, or research reports that provide an overview of the analysis.</b></div>	<div><b>Customer support, Online community members</b></div> <div><b>Data analysts, Fellow researchers</b></div> <div><b>Users visit online customer support community members to get advice on navigating or changing the dashboard.</b></div> <div><b>Power BI portal, Help center, Online documentation, YouTube tutorial</b></div> <div><b>Power BI portal, Help center, Online documentation, YouTube tutorial</b></div> <div><b>Visit the Power BI portal, Help center, or online documentation to understand features.</b></div> <div><b>Dashboard interface, User guides</b></div> <div><b>Outstanding emails, Chat support</b></div> <div><b>Interact with according email, Tutorials, or online reports to understand navigation.</b></div>	<div><b>Colleague</b></div> <div><b>Research advisors</b></div> <div><b>Supervisors</b></div> <div><b>Requested consultants with colleagues or supervisors to request findings.</b></div> <div><b>Data visualization dashboards</b></div> <div><b>Create storage platform</b></div> <div><b>Power BI workspace</b></div> <div><b>They view within the Power BI workspace or share dashboard platform for further analysis.</b></div> <div><b>Interested or share</b></div> <div><b>Reporting tools</b></div> <div><b>Data tables</b></div> <div><b>They merge data data through charts, tables, and reporting tools to generate insights.</b></div>	<div><b>Collaborate with other researchers</b></div> <div><b>Editors, Stakeholders</b></div> <div><b>Users present findings to policymakers or stakeholders for academic review.</b></div> <div><b>Academic journals</b></div> <div><b>Government policy reports, Professional conferences</b></div> <div><b>They publish results in journals, government reports, or at conferences.</b></div> <div><b>Downloadable reports</b></div> <div><b>Create guidelines, Publishing platforms</b></div> <div><b>They use online guidelines and downloadable reports to ensure accurate documentation.</b></div>	<div><b>Community members, Advisory groups</b></div> <div><b>Data scientists, Platform developers</b></div> <div><b>Users discuss findings or other features or provide feedback to platform developers.</b></div> <div><b>Online research platform and global health initiatives</b></div> <div><b>Power of feedback channels</b></div> <div><b>The subscribe to newsletters that feature surveys or participate in webinars.</b></div>
<div><b>Goals &amp; motivations</b> At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")</div>	<div><b>Help me find reliable data on nutrition trends.</b></div> <div><b>Help me avoid missing out on critical trends or research.</b></div> <div><b>Help me avoid confusion or misinterpreted data.</b></div>	<div><b>Help me understand how to navigate and use this dashboard efficiently.</b></div> <div><b>Help me avoid wasting time figuring out how to use the tool.</b></div>	<div><b>Help me extract meaningful insights for my research or policy decisions.</b></div> <div><b>Help me customize the data to fit my specific needs.</b></div> <div><b>Help me validate and cross-reference findings with other sources.</b></div>	<div><b>Help me present my findings clearly and effectively.</b></div> <div><b>Help me ensure data accuracy in my reporting.</b></div> <div><b>Help me collaborate with others and refine my insights.</b></div>	<div><b>Help me stay updated with the latest nutrition data.</b></div> <div><b>Help me track the impact of my research or policy recommendations.</b></div> <div><b>Help me connect with other experts in the field.</b></div>
<div><b>Positive moments</b> What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?</div>	<div><b>Discovering or exploring an interactive Power BI dashboard that provides immediate insights.</b></div> <div><b>Engaging with a community that discusses trends and implications of the data.</b></div> <div><b>Receiving immediate feedback from the WHO and UNICEF about useful insights.</b></div>	<div><b>The dashboard is intuitive, making it easy to explore data without extensive training.</b></div> <div><b>Receiving useful tooltips and guided instructions that simplify the process.</b></div> <div><b>The presence of a chatroom or support feature that addresses data usage effectively.</b></div>	<div><b>Free to use filtering and visualization tools.</b></div> <div><b>Ability to compare multiple countries or time periods in the charts.</b></div> <div><b>Seamless integration with external tools like Excel, Tableau, Google Sheets.</b></div>	<div><b>High quality, customizable report reports.</b></div> <div><b>Clear data visualization and source credibility.</b></div> <div><b>Encouragement to contribute to open data initiatives and discussions.</b></div>	<div><b>Recognition for contributions to the field.</b></div> <div><b>Regularly updated datasets, keeping users engaged.</b></div> <div><b>Initiatives to facilitate research collaborations or events.</b></div> <div><b>Opportunities to contribute to future data analysis enhancements.</b></div>
<div><b>Negative moments</b> What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?</div>	<div><b>Overwhelming amount of data without a clear starting point for analysis.</b></div> <div><b>Difficulty in accessing step-by-step without proper guidance or tooltips.</b></div> <div><b>Lack of awareness about the dashboard's features, leading to missed opportunities.</b></div>	<div><b>The learning curve feels steep due to the complexity of the interface.</b></div> <div><b>Some filters or features are unclear, leading to frustration in getting accurate insights.</b></div> <div><b>Limited export options or slow response time when saving large datasets.</b></div>	<div><b>Difficulty in converting socioeconomic factors.</b></div> <div><b>Lack of customization options for reports.</b></div> <div><b>Absence of automated trend analysis or forecasting features.</b></div>	<div><b>File format limitations when exporting.</b></div> <div><b>Data inconsistency or missing values in some regions.</b></div> <div><b>Lack of user-friendly methods for sharing interactive versions of the dashboard.</b></div>	<div><b>Lack of updates or delays in new data.</b></div> <div><b>Inability to integrate with external tools or other data sources.</b></div> <div><b>Limited communication channels for feedback.</b></div>
<div><b>Areas of opportunity</b> How might we make each step better? What ideas do we have? What have others suggested?</div>	<div><b>Improve discoverability through guided tours, tooltips, and contextual help.</b></div> <div><b>Provide a guided onboarding experience or tutorial for first-time users.</b></div> <div><b>Implement a summary section highlighting key insights and trends along the data.</b></div>	<div><b>Enhance the onboarding experience with interactive tutorials or webinars.</b></div> <div><b>Optimize performance to ensure smooth navigation and faster data retrieval.</b></div> <div><b>Provide a simplified mode for first-time users with essential features highlighted.</b></div>	<div><b>Provide predictive insights for trends.</b></div> <div><b>Integrate API integrations for complex data sources.</b></div> <div><b>Provide pre-built templates for common research queries.</b></div> <div><b>Enhance data visualization with interactive insights and drill-down capabilities.</b></div>	<div><b>Offer multiple export formats (CSV, PDF, PowerPoint).</b></div> <div><b>Enable easy sharing of interactive reports or dashboards.</b></div> <div><b>Provide data validation checks for accuracy and errors.</b></div>	<div><b>Implement a feedback mechanism for continuous improvement.</b></div> <div><b>Send periodic email updates on new data releases and data insights.</b></div> <div><b>Develop a user community for shared learning and collaboration.</b></div>
<div> Product School</div>	<div> See an example</div>				