

Project Design Phase-II
Customer Journey Map

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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>Interactions What interactions do they have at each step along the way? ■ People: Who do they see or talk to? ■ Places: Where are they? ■ Things: What digital touchpoints or physical objects do they use?</div>	<div><div>Meeting terms, Researchers</div><div>Influencers, Policy-makers, Academics</div><div>Researcher or other person, some are associated with government agencies or academic institutions</div><div>Social media platforms, Academic conferences</div><div>Government websites, Industry websites</div><div>Attend conferences or webinars where speakers introduce the platform or its usage</div><div>Blog articles, Online ads, Email newsletters</div><div>Video explainers, Research reports</div><div>This might include help pages, video explainers or research papers that provide an overview of the tool's features</div></div>	<div><div>Customer support, Online community members</div><div>Data analysts, Fellow researchers</div><div>Online tool-tips, Customer support, Online documentation, Tutorial videos</div><div>Power BI portal, Help center, Online documentation, Tutorial videos</div><div>Power BI portal, Help center, Online documentation, Tutorial videos</div><div>Visit the Power BI portal, help center, or online documentation to understand features</div><div>Dashboard interface, User guides</div><div>Outstanding emails, Chat support</div><div>Research with colleagues, academic papers, or other research papers</div></div>	<div><div>Colleagues</div><div>Research subjects</div><div>Supervisors</div><div>Researcher collaborate with colleagues or supervisors to interpret findings</div><div>This tool helps to share the research or data generated from the platform for further analysis</div><div>They might share data through charts, tables, and reporting tools to generate insights</div></div>	<div><div>Collaborate with other researchers</div><div>Editors, Stakeholders</div><div>Users present findings to colleagues or submit reports for academic review</div><div>Community members, Advisory groups</div><div>Data scientists, Platform developers</div><div>Users discuss findings in other forums or provide feedback to platform developers</div></div>	<div><div>Community members, Advisory groups</div><div>Data scientists, Platform developers</div><div>Users discuss findings in other forums or provide feedback to platform developers</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>Help me that visualize data on interactive format</div><div>Help me avoid missing out on critical trends or research</div><div>Help me avoid unreliable or outdated data</div><div>Help me understand why researchers are changing over time</div></div>	<div><div>Help me understand how to navigate and use the dashboard efficiently</div><div>Help me avoid missing time figuring out how to use the tool</div><div>Help me understand why researchers are changing over time</div><div>Help me quickly locate relevant data for my research or project</div></div>	<div><div>Help me relevant research insights for my research or policy decisions</div><div>Help me customize the data to fit my specific needs</div><div>Help me validate and cross-reference findings with other sources</div></div>	<div><div>Help me present my findings clearly and effectively</div><div>Help me ensure data accuracy in my reporting</div><div>Help me collaborate with others and refine my insights</div></div>	<div><div>Help me stay updated with the latest research data</div><div>Help me track the impact of my research or policy recommendations</div><div>Help me connect with other experts and organizations in the field</div></div>
<div>Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?</div>	<div><div>Discovering an easy-to-use interface that doesn't require a lot of training</div><div>Engaging with content that is relevant and up-to-date</div><div>Finding credible sources like WHO and UNICEF that offer the analysis</div></div>	<div><div>The dashboard is intuitive, making it easy to navigate and use</div><div>Finding useful tooltips and guided tours that help with the process</div><div>The presence of various reports and insights that are relevant to the research</div></div>	<div><div>Easy to use filtering and navigation tools</div><div>Ability to compare multiple countries or time periods in the data</div><div>Seamless integration with external tools like Excel, Tableau, Google Sheets</div></div>	<div><div>High quality, customizable report exports</div><div>Clear navigation guidelines and accurate credibility</div><div>Encouragement to contribute to the platform and share insights</div></div>	<div><div>Recognition for contributions to the field</div><div>Regularly updated content that keeps users engaged</div><div>Incentives to motivate research collaborations or events</div></div>
<div>Negative moments What steps does a typical person find frustrating, confusing, annoying, costly, or time-consuming?</div>	<div><div>Overwhelming amount of data without clear starting point for the analysis</div><div>Difficulty in understanding 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 took time due to the complexity of the interface</div><div>Some filters or features are unclear, leading to frustration or getting inaccurate insights</div><div>Users experiencing slow data response times when using large datasets</div></div>	<div><div>Difficulty in connecting external data sources</div><div>Lack of customization options for reports</div><div>Absence of automated trend analysis or forecasting features</div></div>	<div><div>File format limitations when exporting</div><div>Data inconsistency or missing values in some regions</div><div>Lack of user-friendly methods for sharing the research outcomes of the dashboard</div></div>	<div><div>Lack of address or design in tooltips</div><div>Inability to integrate pre-generated insights into the platform</div><div>Limited communication channels for feedback</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>Improve dashboard layout using clear, organized structure, and consistent colors</div><div>Provide a guided onboarding experience or tutorial to help the users</div><div>Implement a warning mechanism that highlights any errors before they happen, giving the user a chance to correct them</div></div>	<div><div>Enhance the onboarding experience with interactive tutorials and tooltips</div><div>Optimize performance to ensure smooth navigation and faster data retrieval</div><div>Provide a simplified mode for first-time users with essential features highlighted</div></div>	<div><div>Provide flexible analysis for trends</div><div>Include explanatory notes for complex findings</div><div>Provide personalized templates for common research questions</div><div>Integrate AI-driven insights and automated recommendations</div></div>	<div><div>Offer multiple export formats (CSV, PDF, PowerPoint)</div><div>Enable easy sharing of interactive reports or dashboards</div><div>Provide data validation checks for accuracy and reliability</div></div>	<div><div>Implement a feedback mechanism for continuous improvement</div><div>Send periodic email updates or newsletters to keep users informed</div><div>Develop a user community forum for shared learning and collaboration</div></div>
<div> Product School <small>© 2025 Product School Inc.</small></div> <div> See an example</div>					