Journey Map :

Comprehensive Analysis and Dietary Strategies with Tableau:
A College Food Choices Case Study

Stage	Student Goals	Student Actions	Pain Points	Opportunities for Tableau/Data Insights
Awareness	Eat healthier, understand diet manage time / buget	Realizes impact of poor eiting, (fatigue, stress, weight gain)	Lack of knowledge on healthy food hard to compar options	Analyze food consumntion trends among students • Visaalize common unhealthy eating patterns
Research	Discover available campus food, & nutrition ifomtion	Proiorize meals that fit dietary peeds & lifestyle	Prioritize between (aste, health, convenience hard to compare options	Segment students (e.g vegan, athletic, on budget) • Suggest patterns/strategies per segment
Decision Making	Choose meals that fit dietary needs & lifestyle	Visiting cafeterias or order from apps	Long lines, impuisive buying, lack of meal Hard to raplang	Visualize peak hours and satisfaction feedback for cafeterias • Uporefustergrealrht *Dionsr* insgts performans
Consumption	Stick to selected food choices affecet energy, productivity, and health	Review weekly eating habils, mood energy levels	Initial motivation fade Social distractions	Build a ter-generated personalized diet strategies • Recommended cost-effective meil plans