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| Date | 28 June 2025 |
| Team ID | LTVIP2025TMID49154 |
| Project Name | Comprehensive Analysis and Dietary Strategies with Tableau: A College Food Choices Case Study |
| Maximum Marks | 4 Marks |

**4. Student Journey Map**

The Customer Journey Map outlines the **end-to-end experience of a student user** engaging with the dietary analysis dashboard. This visualization helps identify key touchpoints, emotional responses, and areas for improving engagement and usability of the system.

**4.1 Journey Stages Overview**

| **Stage** | **Student Actions** | **Touchpoints** | **Emotions** | **Opportunities for Improvement** |
| --- | --- | --- | --- | --- |
| **Awareness** | Learns about the dashboard from campus wellness center, email, or peer sharing | Health workshops, campus emails, posters | Curious, Interested | Promote with engaging visuals, show key benefits at a glance |
| **Engagement** | Logs in to view personal or general dietary trends and insights | Dashboard web app (Flask), mobile view | Excited, Slightly Confused | Provide onboarding or tooltips to explain visuals |
| **Exploration** | Explores visualizations: calories, habits, preferences, deficiencies | Tableau charts, filters, story scenes | Surprised, Engaged | Allow filtering by gender, exercise, or cuisine for personalization |
| **Realization** | Discovers unhealthy patterns (e.g., high junk food, low veggies) | Interactive graphs, diet scorecard | Concerned, Reflective | Add personalized tips and suggestions |
| **Action** | Takes action: alters diet, joins health program, shares insights | External health links, contact forms | Motivated, Empowered | Integrate links to campus dieticians or meal plan generators |
| **Retention** | Re-visits the dashboard periodically to check progress | Browser bookmarks, mobile access | Confident, Satisfied | Set reminders or allow saving progress snapshots |

**4.2 Visual Journey Summary**

Here’s a visual breakdown of the student’s emotional journey across stages:

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| Awareness ──► Engagement ──► Exploration ──► Realization ──► Action ──► Retention  😐 🙂 😮 😟 💪 😊 |

**4.3 Key Takeaways from the Journey**

* Students experience **increased emotional investment** once they start identifying real issues through visuals.
* Dashboards must be **intuitive and context-aware** to sustain engagement.
* There’s a strong opportunity to use **data storytelling** for improving student health outcomes.
* **Timely guidance** (based on data insights) can convert awareness into sustainable action.