Current Customer Journey Map

Stardog

DATA PREPPING

ROLES

Stakeholders / SMEs

TOOLS

Enterprise Architect
Cradle

Data Admins / Data Engineers

Data Catalogs
Data Management Tools
Routier

Data Architects / Data Engineers

STEPS

Understand requirements/ problem

Locate the right the data sources

Get access to data sources

Clean and wrangle data

THOUGHTS/ FEELINGS

Governing large amounts of data is hard

Trouble finding relevant data sources

Tracking data owners and getting access requires cross-team communications

DATA MODELING

ROLES

Ontologists / Data Architects / Data Engineers

TOOLS

Whiteboards
Spreadsheets
Text Editors
Protege
TopBraid Composer
TigerGraph
PoolParty
Grafo
D2RQ
SUMO

STEPS

Consider existing data models/ ontologies

Understand data

Discuss, draft, visualize data model

Review and revise data models

THOUGHTS/ FEELINGS

Need a way to link multiple data models together

Need access to data

Prefer using visual tools for building models

Comfortable with text-based modeling

Requires close collaboration

Documenting changes to models is hard

DATA MAPPING

ROLES

Ontologists / Data Architects

TOOLS

Text Editors
Snaplogic
TigerGraph
D2RQ

STEPS

Connect to data sources

Choose data models or iteratively build them when mapping

Define the mappings from the data source to graph model

Convert & load data to a graph

Validate and revise data mappings

THOUGHTS/ FEELINGS

Difficulty using multiple data sources for mapping

Writing code to model and map is difficult

Graph gets crowded when the data is large

QUERYING

ROLES

Semantic Data Team / Ontologists / Data Architects

Stakeholders / Decision Makers / Ontologists

TOOLS

Stardog Studio
Snaplogic
Protege
Lucid Charts
VoCol
Grafo
MS Powerpoint
PDF Reports
Tableau

STEPS

Write queries to explore data

Store queries

Visualize and export query results

Share reports and present to stakeholders

THOUGHTS/ FEELINGS

Requires SPARQL knowledge

Want to query visually and using natural languages

Need flexibilty in oragnizing stored queries

Stored query search in Stardog Studio is case sensitive

Messy graph visualizations with too many nodes and arrows are not readable

Need additional file formats when exporting query results

PRODUCTION

ROLES

Software Development Team / SMEs / Semantic Data Team

Stakeholders / Decision Makers / Ontologists

TOOLS

SQLite
Python
Internal tools (FIQS)
MS Powerpoint
PDF Reports
MS Excel

STEPS

Access and use graph data using Stardog APIs

Build top-tier applications with Knowledge graph as backend

Generate reports

THOUGHTS/ FEELINGS

Maintaining reports and documents is tedious