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Future: An Exploration of Electricity Consumption	Steps Book Broad-frit Steps Broad-frit Broad-frit	Interactions	Things (Touchpoints/Objects)	Places **Boardering** **Properties** **Prop	© BORDELITIES PEOPLE BROWNING BRO	Positive Moments	Negative Moments	Areas of Opportunity	Goals & Motivations
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Entice	A policymaker or energy analyst is informed via email or web link about an interactive dashboard on electricity usage.	Click on email, link in article, or internal company portal.	Email, Tableau Public page, shared dashboard link.	Office, home, mobile. The mobile with the state of the st	Colleague, analyst team, supervisor.	Curiosity about data trends.	Not sure what the dashboard covers.	Add a clear title and purpose description.	Help me see was useful data quickly.
	it it	Board Board	Boate 1974	Boarc Boarc	Board Board	Boale Sit	Boarc Boarc it	Board Board Sit	Boarc Storage
Enter •	They open the dashboard and scan the layout. May click on some filters or buttons.	Mouseover, click dropdowns, explore views.	Filters, dropdowns, buttons on dashboard.	Office desk, phone screen.	None directly, maybe technical support.	Clean layout with regional map catches interest.	Overwhelmed by too many filters at once.	Group filters by category, add guided pop-ups.	Help me know where to look first.
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Engage	by year, state, region, and comparing charts.	Scroll, drill down, hover to view data details.	Interactive graphs, bar charts, maps, KPIs.	Same as above. Department to the second of	Possibly discussing with a teammate.	Seeing patterns like peak usage or lockdown impact.	Slow loading or unresponsive dashboard.	Optimize data source or reduce chart load.	Help me find insights without delays.
	Boardi.	Boardill.	Boardi.	BOBIN STATE OF THE PROPERTY OF	Boardill. Bankelli.	Boatelli, Boatelli,	Boardi.	Boardi.	BOATA
Exit	User decides to download insights or close the dashboard after viewing.	Use export/download or simply close browser tab.	Download as image, PDF, or share link.	Office/home computer.	None directly. Boarderit Registrit Registrit Barderit Barderi	Easy export of charts.	Unsure how to save their filter state.	Add "Save current view" feature or guide.	Help me take this data into my report.
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Extend	User returns later or recommends it to a colleague. Gets follow-up email or finds it bookmarked.	Bookmarking, sharing links, referencing previous filters.	Email reminder, dashboard history (if saved).	Anywhere with internet.	Supervisor, project team.	Sharing meaningful insights with others.	Loses the link or forgets how to reach key views.	Enable login-based custom views or history.	to what mattered before.

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