Scenario: [Existing experience through a product or service] **Experience steps** What does the person (or people) at the center of this scenario typically experience in each step? 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?

Goals & motivations

primary goal or motivation?

Positive moments

delightful, or exciting?

At each step, what is a person's

("Help me..." or "Help me avoid...")

What steps does a typical person find

enjoyable, productive, fun, motivating,

Entice

How does someone become aware of this service?

the Analysis

Users find the analysis

social media, or

discussions

Marketing teams,

Researchers

Social media platforms,

Academic conferences

Blog articles, Online

ads, Email newsletters

trends.

Help me understand

immediate insights.

Exploring Discovering

Industry webinars

Video explainers,

Research reports

Learning from Success Stories

Users see case studies

on how others

benefited from the

insights.

Researchers or policymakers

come across social media

posts, government reports, or

academic articles shared by

Attend conferences or

webinars where

speakers introduce the

analysis and its value.

They engage with blog

research reports that

posts, video explainers, or

provide an overview of

the tool's insights.

Help me avoid

unstructured data.

ources like WHO and

UNICEF linked within

the analysis.

influencers or journalists.

Accessing the Understanding Dashboard Navigation

They explore features,

data sources, and filters

with guidance.

Power BI portal, Help

center, Online

documentation

YouTube tutorial

Onboarding emails

Chat support

What do people experience as

they begin the process?

Enter

Users open the Power

Customer support,

Online community

Power BI portal, Help

center, Online

documentation

YouTube tutorial

Dashboard interface,

Help me understand

how to navigate and

use this dashboard

efficiently.

to explore data without

extensive training.

User guides

Getting Started with Tutorials

Users watch tutorials or

use tooltips for

Users reach out to

customer support or

community members for

guidance on accessing or

navigating the dashboard.

Visit the Power BI

portal, help centers, or

online documentation

to understand features.

Interact with onboarding

emails, tutorials, or chat

support to resolve

questions.

Help me avoid wasting

lelp me quickly locate

relevant data for my

research or project.

time figuring out how to

Filtering and **Analyzing Data** Users apply filters to view trends by country, region, or demographics.

Colleagues

Data visualization

dashboards

Interactive charts

Help me extract

my research or policy

decisions.

Engage

In the core moments in the

process, what happens?

Insights and Reports They create visual reports and compare time.

Research advisors

Cloud storage platforms

Reporting tools

Help me customize the Help me validate and

with other sources.

Excel, Tableau, Google

Sheets).

data to fit my specific cross-reference findings

Supervisors

Power BI workspace

Data tables

Generating

Users extract insights and share reports with

Exporting and

Sharing

Findings

Researchers collaborate

with colleagues or

supervisors to interpret

They work within the

store data in cloud

platforms for further

analysis.

They manipulate data

through charts, tables,

and reporting tools to

generate insights.

Power BI workspace or

Exit

Finalizing

Reports

Users review and refine

Downloadable reports

Help me present my

findings clearly and

effectively.

their final reports before

What do people typically

experience as the process finishes?

Validating and

Verifying Data

They ensure data

accuracy and alignment

Citation guidelines, Publishing platforms

Help me ensure data

accuracy in my

Collaborate with other researchers Government policy reports, Professiona Academic journals conferences

They publish results in ournals, government reports, or at They use citation

Help me collaborate

with others and refine

Users present findings

to policymakers or

submit reports for

academic review.

Presenting

Insights to

Stakeholders

Users share their

findings with

and research groups.

guidelines and ownloadable reports to ensure accurate documentation.

Providing

Feedback and

Suggestions

They submit feedback

Data scientists,

Platform developers

Power BI feedback

Webinars, Discussion

channels

or events.

Applying

nsights to New

Research

Users integrate

Users discuss findings

in online forums or

provide feedback to

platform developers

Online research

platforms and global health initiatives.

They subscribe to newsletters, fill out

feedback surveys, or

participate in webinars.





Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?

starting point fo analysis.

Lack of awareness about dashboard, leading to missed opportunities. guidance or tooltips.

Some filters or features interface. accurate insights.

are unclear, leading to or slow response times

monstrate data usage

effectively.

Difficulty in correlating Lack of customization socioeconomic factors

Provide predictive

Absence of automated trend analysis or forecasting features.

High-quality, stomizable rep

Clear citation idelines and source

ontribute to open data initiatives and discussions.

Lack of user-friendly methods for sharing

interactive versions of

the dashboard.

Lack of updates or delays in new data.

Extend

What happens after the

experience is over?

Revisiting for

and insights.

Community members,

Advocacy groups

Online forums,

Research consortiums

Newsletters, Feedback

surveys

with the latest

malnutrition data.

Recognition for

Inability to integrate user-generated insights into the platform.

enhancements.

Develop a user

See an example

Areas of opportunity

Product School Created in partnership with Product School

How might we make each step better? What ideas do we have? What have others suggested?

through better SEO, targeted outreach, and partnerships with academic institutions.

Implement a summary section that highlights key insights before deepdiving into the data.

Enhance the onboarding experience with interactive tutorials or walkthroughs.

to ensure smooth data retrieval.

Provide a simplified mode for first-time users with essential features highlighted.

notes for complex indicators.

research questions.

Introduce Al-driven insights and automated data summaries.

Offer multiple export formats (CSV, PDF, PowerPoint).

File format limitations when exporting.

interactive reports or dashboards.

Data inconsistencies or

missing values in some

checks for accuracy assurance.

mechanism for trends and data continuous improvement releases.

mmunity for share learning and collaboration