

Stage	User Experience	Interactions	Tools/ Touchpoints	Goals & Motivations	Positive Moments	Negative Moments	Areas of Opportunity
Awareness	Notices inconsistency in electricity demand across states and months	Reviewing Excel sheets and reports	Static reports resources	Realizing they have data that could be useful	Realizing they have data that could be useful	Feeling frustrated due to avoid	Provide clear dashboards critique visual use
Consideration	Tries to understand patterns manually from CSV files	Attempts to compare month-wise from CSV files	CSV files Excel SQL queries	To identify trends and consumption peaks	Instantly viewing usage trends or YOY comparison	Overwhelmed help to explore dashboard	Provide clear dashboard with new filters additional views
Consideration	Tries to understand patterns manually from CSV files	Clicks filters to select state/region month in CSV dashboard	Energy team department manager	Chooses to use to understand trends quickly and share insight	Instantly viewing usage spikes or YOY comparison	Overwhelmed if too many charts on the same	Guide user through a Story flow with clear step-based insights
Decision	Chooses to use Tableau dashboard to explore patterns	Chooses to use Tableau dashboard to explore patterns	Tableau Public/ Export tools	Decision to trustify policy changes or future energy planning	Needing charts customized for specific zones or departments	May not be confident editing Tableau file	Keep dashboard modular as instructions or updates
Action	Extracts insights and creates reports or presentations	Use to submit enhancement request or review	Stakeholders -online- tools	Visuals help explain findings to others clearly	May not develop charts customized for specific zones/ department	Allow filter open by default	Keep dashboard modular add instructions or share .twbx for updates
Feedback	Wants to extend dashboard	Submit enhancement request	IT or analytics support team	Appreciating that the tool is scalable and easy to update	Guide user through a Story flow with clear	Keep dashboard modular	