Scenario: **[Existing experience through a product or service]**	**Entice** How does someone become aware of this service?	**Enter** What do people experience as they begin the process?	**Engage** In the core moments in the process, what happens?	**Exit** What do people typically experience as the process finishes?	**Extend** What happens after the experience is over?
Experience steps What does the person (or people) at the center of this scenario typically experience in each step?	Discover via LinkedIn product website YouTube demo	Signs up/logs in uploads data file	Explores trends filters categories generates dashboards	Exports reports, saves views	Shares insights with stakeholders Revisits dashboards to compare month-over-month performance Uses saved filters or views for consistent future analysis
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?	Sees social media ads Watches YouTube/ TikTok demo Clicks on blog post or newsletter link	Website landing page Sign-up form	Upload data Drag-and-drop Tableau interface Filters, charts, maps	Export buttons (PDF/ Image) Save dashboard view	Email reports to manager Download templates Set up weekly report automation
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me…" or "Help me avoid…")	Understand what the tool offers Know if it fits their cosmetics businessd Know if it fits their cosmetics roles	Quick onboarding Immediate value or insights from first upload	Discover trends Segment data by brand, age, region, etc. Visualize customer behavior clearly	Share insights with team Backup/export reports	Reuse dashboards Automate reports Get notified of changes or new insights
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	Beautiful UI in demo Clear benefit messaging Clear benefit skin	Quick sign-up Instant confirmation	Interactive charts Fast data loading Easy filtering by age, product, region	Smooth export/share options Saved views remembered	Weekly insights sent by email Templates to reuse Reports reused in team meetings
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	Unclear pricing Too many feature buzzwords Complex form	OTP delay Email in spam folder	Data upload fails Filters unclear Charts not mobile friendly	Confusing export format Missing export styles	No notification when data changes Limited support for automation • **Users forget to revisit or reuse dashboards due to lack of reminders or engagement prompts.**
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	Add short demo videos or client success stories Simplify value messaging Include real customer testimonials or case studies	Offer Google sign-in Guide users via chatbot	Provide insight suggestions (AI-assisted) Add tooltip explanations for graphs Enable collaborative commenting on dashboards	Improve export templates Offer multiple formats (PPT, PDF, Excel)	Add auto-scheduled reports Provide dashboard sharing via custom links Track and reward frequent users with badges or credits

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