

Economic Freedom Analysis

<div>SCENARIO</div> <div>Policy analysts, researchers, or concerned citizens want to understand and compare economic freedom indicators across regions to inform decision-making and policy reforms. They use our interactive Tableau dashboard to explore this data.</div>					
	<div>Entice</div> <div>How does someone initially become aware of this process?</div>	<div>Enter</div> <div>What do people experience as they begin the process?</div>	<div>Engage</div> <div>In the core moments in the process, what happens?</div>	<div>Exit</div> <div>What do people typically experience as the process finishes?</div>	<div>Extend</div> <div>What happens after the experience is over?</div>
	Hear about the dashboard via a conference, policy newsletter, or social impact platform.	Arrive at landing page, see navigation and filters.	Filter by country/region, toggle indicators, use timeline or comparison tools.	Conclude analysis, prepare notes, export a snapshot or share.	Return for future use, provide feedback, sign up for updates.
<div>Steps</div> <div>What does the person (or group) typically experience?</div> <div>Interactions</div> <div>What interactions do they have at each step along the way?</div> <div>People: Who do they see or talk to?</div> <div>Places: Where are they?</div> <div>Things: What digital touchpoints or physical objects would they use?</div>	Email outreach, LinkedIn preview, snippet of the dashboard embedded on a site.	Intro narrative, region selector, indicator glossary.	Hover effects, dynamic charts, map zooms.	Download button, save view, share link.	Feedback survey, dashboard updates, new data sets.
<div>Goals & motivations</div> <div>At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")</div>	Find credible, digestible data to drive meaningful analysis or social policy.	Quickly grasp how to explore data and where to start.	Spot trends, compare freely, tell a story with the data.	Summarize findings, present insights to others.	Build a habit of data-informed exploration.
<div>Positive moments</div> <div>What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?</div>	Engaging preview sparks curiosity.	Clear hierarchy and intuitive layout.	Discover unexpected insights or regional outliers.	Exported visuals are presentation-ready.	Feel empowered to advocate for change.
<div>Negative moments</div> <div>What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?</div>	Technical jargon or unclear value proposition.	Overloaded interface or unclear terms.	Lag, cluttered filters, or missing contextual cues.	Data formatting issues or compatibility bugs.	If left uninspired or confused.
<div>Areas of opportunity</div> <div>How might we make each step better? What ideas do we have? What have others suggested?</div>	Use storytelling visuals or a short video to convey the "why" of the dashboard.	Incorporate tooltips and empathy-driven onboarding for various audiences.	Highlight key takeaways dynamically and suggest user pathways.	Offer one-click export options and formats tailored to policy briefings.	Build a community around your dashboard—maybe a newsletter or insight series.