Steps	Enter	Browse Type your paragraph Type your paragrap		Start project Type your paragraph	Create dashboard	Share	Review & feedback	Extend Type your paragraph
Experience steps What does the person (or group) typically experience?	Learns about housing trends or is introduced to a Tableau project	Searches for and downloads the housing dataset	Opens and explores dataset structure	Begins data import and basic visualization	Combines visuals to build a dashboard	Publishes to Tableau Public or records a walkthrough	Receives feedback from mentor or peers	Updates dashboard with new data or refinements
 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? 	Class announcement, web search	Kaggle, government portals	Uses Excel/Tableau to examine columns	Drag-drop in Tableau, field creation	Uses Story feature, dashboard actions	Publishes, embeds in PPT or screen-records	Live review, comments, forms	Edits visual logic, adds annotations
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me" or "Help me avoid")	Help me understand what real estate data can show	Help me find reliable and usable data	Help me understand the variables in the data	Help me create basic charts and filters	Help me tell a complete data story	Help me share this clearly and professionally	Help me improve and refine my work	Help me improve and keep learning
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	Feels excited to start with real-world data	Finds a well-structured dataset	Recognizes interesting patterns like price vs zip code	First successful bar or pie chart brings joy	Dashboard looks professional and interactive	Gets good reactions or applause	Helpful suggestions for better visuals	Sees visible improvement over first version
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	Uncertainty on where to start	Dataset contains null values, inconsistent entries	Gets confused by unfamiliar column names	Misplaces fields or uses incorrect aggregation	Struggles with layout or formatting	Fear of dashboard breaking or slow loading	Vague feedback or low engagement	Frustrated with recurring issues
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested? Product School Created in partnership with Product School	Provide clear project guidelines or examples	Provide pre-cleaned or sample datasets	Include a data dictionary or schema	Offer step-by-step Tableau chart guides	Use layout templates, spacing tips, and color guides	Teach optimization tips and export options	Add guiding questions for reviewers	Save versions, autorefresh with live data sources See an example