

<div>Scenario:</div> <div>[A retail manager or business analyst uses a Tableau dashboard to analyze how product placement influences sales across various stores.]</div>	<div></div> <div>Entice</div> <div>How does someone become aware of this service?</div>	<div></div> <div>Enter</div> <div>What do people experience as they begin the process?</div>	<div></div> <div>Engage</div> <div>In the core moments in the process, what happens?</div>	<div></div> <div>Exit</div> <div>What do people typically experience as the process finishes?</div>	<div></div> <div>Extend</div> <div>What happens after the experience is over?</div>
<div></div> <div>Experience steps</div> <div>What does the person (or people) at the center of this scenario typically experience in each step?</div>	<div>Hears about the dashboard in a team meeting.</div> <div>Receives a link via company email.</div> <div>Gets a Slack message from manager with dashboard preview.</div> <div>Watches a short demo video.</div>	<div>Opens the dashboard for the first time.</div> <div>Signs in using company credentials.</div> <div>Navigates tabs like Sales Trends, Placement Impact.</div>	<div>Uses filters to drill into specific product categories.</div> <div>Applies region-wise comparison.</div> <div>Views performance heat maps and bar charts.</div> <div>Notes down underperforming SKUs.</div> <div>Uses "what-if" analysis to simulate placement shifts.</div>	<div>Exports dashboard insights to PDF.</div> <div>Emails report to regional lead.</div> <div>Screenshots charts to present in team meeting.</div> <div>Closes session after insights are captured.</div>	<div>Reviews next week's dashboard for updated sales.</div> <div>Shares success stories internally.</div> <div>Recommends dashboard improvements.</div>
<div></div> <div>Interactions</div> <div>What interactions do they have at each step along the way?</div> <div><ul style="list-style-type: none">■ People: Who do they see or talk to?■ Places: Where are they?■ Things: What digital touchpoints or physical objects do they use?</div>	<div>Talks with business analyst.</div> <div>Engages with internal email announcement.</div> <div>Attends training webinar.</div> <div>Reads internal documentation or Confluence page.</div> <div>Receives peer recommendations.</div>	<div>Tableau login screen.</div> <div>Email from IT with credentials.</div> <div>Initial data glossary or guide.</div>	<div>Filters and interactive graphs in Tableau.</div> <div>KPI cards and tooltips.</div> <div>Tooltip insights on hover.</div> <div>Chat with analyst for interpretation.</div>	<div>Share via Teams/Slack.</div> <div>Close browser or return to task tracker.</div> <div>Export, download, and share features.</div>	<div>Weekly summary email alert.</div> <div>Dashboard updates from analytics team.</div> <div>Collaborative review sessions.</div> <div>Continuous access to Tableau reports.</div> <div>Feedback form or email suggestions.</div>
<div></div> <div>Goals & motivations</div> <div>At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")</div>	<div>Help me understand why sales dropped</div> <div>Give me a tool to back my decisions</div> <div>Let me align placement with demand</div>	<div>Don't confuse me with too many tabs</div> <div>Help me feel in control</div>	<div>I want to find underperforming placements fast</div> <div>I need clear, interactive visuals.</div> <div>Let me compare regions easily</div> <div>Give me alerts for low sales</div> <div>I want to simulate placement change</div>	<div>Let me share this easily with my boss.</div> <div>Don't let me lose the data I explored</div>	<div>I want to keep improving placement</div> <div>Let me track the effect over time</div> <div>Keep me in the loop weekly.</div>
<div></div> <div>Positive moments</div> <div>What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?</div>	<div>Clear communication on purpose of dashboard.</div> <div>Interest sparked by internal demo.</div> <div>Feels confident it will help decision-making.</div> <div>Sees past success stories.</div>	<div>Easy and smooth login process.</div> <div>Fast initial load time.</div> <div>Clean layout and interface.</div>	<div>Visually pleasing heatmaps.</div> <div>Interactive filters respond instantly.</div> <div>Identifies trends clearly.</div> <div>Gains actionable insights quickly.</div> <div>Enjoys testing "what-if" tool.</div>	<div>Quick report export feature.</div> <div>Positive feedback from manager.</div> <div>Feels productive after using dashboard.</div> <div>Confirms insights with team.</div> <div>Makes informed changes confidently.</div>	<div>Notifies improvement in sales after changes.</div> <div>Looks forward to next week's update.</div> <div>Feels dashboard is now part of routine.</div> <div>Motivated to share best practices.</div>
<div></div> <div>Negative moments</div> <div>What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?</div>	<div>Doesn't know where to find dashboard.</div> <div>Lacks clarity on its benefits initially.</div> <div>Fears it'll be complex.</div> <div>Not engaged by email alone.</div> <div>Confused by internal terminology.</div>	<div>Confusing layout at first.</div> <div>Minor login bugs.</div> <div>Delay in getting access credentials.</div>	<div>Charts feel overloaded.</div> <div>Filters reset too easily.</div> <div>Long loading times on large data sets.</div> <div>Doesn't know how to use "what-if" simulation.</div>	<div>Dashboard freezes during export.</div> <div>No summary page.</div>	<div>Lacks trend summary over long term.</div> <div>Needs competitor data that isn't available.</div> <div>Suggestions go unacknowledged.</div>
<div></div> <div>Areas of opportunity</div> <div>How might we make each step better? What ideas do we have? What have others suggested?</div>	<div>Use internal campaigns or champions.</div> <div>Create short teaser videos.</div> <div>Include success metrics in launch email.</div> <div>Post banner in internal tools (Slack, intranet).</div>	<div>Simplify login and landing page.</div> <div>Provide onboarding checklist.</div> <div>Improve help documentation.</div>	<div>Use AI-driven insight recommendations.</div> <div>Add training videos for filters/simulations.</div> <div>Personalize views by location/role.</div> <div>Auto-save filter state.</div> <div>Improve speed on large datasets.</div>	<div>Auto-generate summary slide.</div> <div>Add save session option.</div> <div>Link report to internal documentation.</div>	<div>Weekly email highlights placement impact.</div> <div>Offer dashboard usage analytics.</div> <div>Reward users with recognition badges.</div> <div>Add long-term comparison toggle.</div>
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