SCENARIO

Browsing, booking, attending, and rating a local city tour

Entice
How does someone initially become aware of this process?

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?

Steps
What does the person (or group) typically experience?

Entice	Enter	Engage	Exit	Extend
More incentives attract more customers.	According to the needs, visualize data	The user needs a method for monitoring and maintaining overall sales data.	Visualization of final results	Sales and profits for the nation and the client
Posting advertisements on Marketing	Implement charts by using and improving data	Analyse order of priority	Method of presenting the data to analysts	Sales and profits for the nation and the client
To provide gift cards and offers	Cleaning data and uploading to IBM	Monitor and analyse methods	Sales and profits for the nation and the client	Sales and profits for the nation and the client
Utilizing Social media groups for marketing	Increasing readability of data for better understanding			

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 would they use?

Entice	Enter	Engage	Exit	Extend
Which item do they prefer the most?	Examination of sales and profit is done	Determine the market, category, and other factors with the most sales.	Obtaining the data visualization's final result	The weighted orders are classified as principal orders based on number and amount.
Post a notice and a poster outside the store.	Finding other types of charts for analysing profits	Knowing the order priority is important for the delivery of the product	Determine the best manner to communicate the facts to the analyst.	Assemble client comments to inform future national sales
To help distributors expand their market	Sales and profit are summarized	a breakdown of national sales and profits	Find the country's sales to increase revenue and attract customers.	Make offers based on client performance
	To study the data set			Sales are examined based on sales in underserved regions.

Goals & motivations
At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")

Entice	Enter	Engage	Exit	Extend
In order to boost overall sales	Solves visualization problem	Sales and profits are broken down into categories and subcategories.	Creation of dashboards are done	Find order information and the date of shipment
The sales market is highly competitive. Consider competitors as inspiration	Identify profit from customers	By orders, anticipated sales	A way of interacting is fabricated	Aids in obtaining consumer buy volume from various places
	Strengthens data by pre-processing	Market analysis is done on sales and profits.		Aids in understanding client demands

Positive moments
What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?

Entice	Enter	Engage	Exit	Extend
To remain competitive on the world market	Overview of sales in crystal clear format	Improve your market standing	simple to visualise information about the data	Number of customers increase
Analyse data	To give the most stock goods possible	Confidence from results	Customer sales spur state expansion.	

Negative moments
What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?

Entice	Enter	Engage	Exit	Extend
Financial loss during the last two quarters	Concerned by the analytics' findings	Lots of consumer turnover	Understand why loss occured	Customer declining the product's requirements
Depression and sale-related stress	If sales results in loss, it disappoints customers	Understand why loss occured		

Areas of opportunity
How might we make each step better? What ideas do we have? What have others suggested?

Entice	Enter	Engage	Exit	Extend
Overview of sales in crystal clear format	Create a system to assist you get feedback.	Create a system to aid in your analysis of it.	Rectify reasons of loss if occured	Grab clients and hold them until their needs are met.
Eam some money	Understand reason behind loss and rectify it	Rectify reasons of loss if occured		Product availability and quality are both increased.