Scenario: Ethan Hunt a real-estate market analyst wants to Communicate insights, Understand housing

	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?	Notices team's portfolio on LinkedIn; Hears peer success story at industry meetup	Intro call & needs assessment; Secure file transfer of raw CSVs/Excel	Iterative data cleaning & model review; Weekly dashboard demos in Tableau Cloud	Final "story" dashboard walkthrough; Receive style guide & source workbook	30-day post-launch check-in; Periodic data-refresh service
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?	Talks to peer analysts; Sees team's LinkedIn posts; Visits portfolio website	Shares data via OneDrive; Meets project manager on Zoom	Screenshares Tableau dashboards; Tracks tasks in Trello board	Debriefs with whole team via Teams; Downloads packaged workbook	Chats with support analyst; Shares testimonial on LinkedIn
Goals & motivations — At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")	Help me find a partner who gets real-estate data; Benchmark team competence quickly	Avoid long onboarding; Ensure my raw data stays confidential.	Translate messy data into clear market insights.	Enable self-serve drill-downs.	Leverage lessons learned for future projects.; Avoid vendor lock-in.
Positive moments — What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	Quick response to inquiry; Peer endorsement boosts confidence	Clear kickoff checklist; Seeing first rough mock-up within 48 h	Real-time filters snap instantly in demos; Data anomalies flagged proactively	Interactive story flows smoothly	Auto-refresh email shows up on schedule; Insights spark new investment ideas
Negative moments — What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	Unsure of pricing tiers; Doubts depth of domain expertise	Jargon-heavy SOW causes confusion	Iteration meetings run long; Conflicting feedback from Ethan's execs	Concern about license counts for viewers	Forgetting how to edit a calc field; KPI drift if data model changes
Areas of opportunity — How might we make each step better? What ideas do we have? What have others suggested?	Publish concise pricing FAQ; Leverage webinar Q&A to capture leads	Provide drag-and-drop data-upload portal	Set "definition of done" per dashboard; Use data-quality alerts to pre-empt issues; Time-box feedback sessions with agenda	Build color-accessibility checklist early	Offer subscription-based refresh plans; Create client community for peer tips

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