

SCENARIO	Entice	Enter	Engage	Exit	Extend
Browsing, booking, attending, and rating a local city tour	How does someone initially become aware of this process?	What do people experience as they begin the process?	In the core moments in the process, what happens?	What do people typically experience as the process finishes?	What happens after the experience is over?
Steps  What does the person (or group) typically experience?	Searches EV charging stations or EV range analysis online	Opens visualization dashboard and checks charts	Applies filters, explores maps and compares EV range	Reviews insights and finishes analysis	Revisits tool for updated EV data
Interactions What interactions do they have at each step along the way? <ul style="list-style-type: none"><li>• People: Who do they see or talk to?</li><li>• Places: Where are they?</li></ul>	Google search, portfolio website, social media	Website UI, navigation menu, onboarding tips	Dashboard filters, Tableau visuals, interactive charts	Share button, export option, contact form	Email updates, saved links, social sharing
Goals & motivations  At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")	Wants clear EV charging and range insights	Understand dashboard quickly and start analysis	Compare EV performance and charging availability	Save useful insights and conclusions	Stay updated and use tool again for research
Positive moments  What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	Attractive dashboard preview builds interest	Clean UI design and easy navigation	Interactive charts make analysis engaging	Gains meaningful EV insights	Feels confident recommending the tool
Negative moments  What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	Too much technical info may confuse beginners	Too many visuals at first glance	Slow loading charts or unclear legends	No download or export summary	Lack of notifications or personalization
Areas of opportunity  How might we make each step better? What ideas do we have? What have others suggested?	Add SEO content and preview visuals	Add tooltips and beginner guide	Improve performance and add animations	Provide PDF export or auto summary	Add login system and update notifications