

| SCENARIO   | Entice   | Enter  | Engage  | Exit   | Extend  |
|--|--|--|---|--|---|
| Browsing, booking, attending, and rating a local city tool   | 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<br><br>What does the person (or group) typically experience?   | <b>Searches EV charging stations or EV range analysis online</b> | <b>Opens visualization dashboard and checks charts</b> | <b>Applies filters, explores maps and compares EV range</b>   | <b>Reviews insights and finishes analysis</b>                | <b>Revisits tool for updated EV data</b>            |
| Interactions<br><br>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> | <b>Google search, portfolio website, social media</b>            | <b>Website UI, navigation menu, onboarding tips</b>    | <b>Dashboard filters, Tableau visuals, interactive charts</b> | <b>Share button, export option, contact form</b>             | <b>Email updates, saved links, social sharing</b>   |
| Goals & motivations<br><br>At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")   | <b>Wants clear EV charging and range insights</b>                | <b>Understand dashboard quickly and start analysis</b> | <b>Compare EV performance and charging availability</b>       | <b>Save useful insights and conclusions</b>                  | <b>Stay updated and use tool again for research</b> |
| Positive moments<br><br>What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?   | <b>Attractive dashboard preview builds interest</b>              | <b>Clean UI design and easy navigation</b>             | <b>Interactive charts make analysis engaging</b>              | <b>Gains meaningful EV insights</b>                          | <b>Feels confident recommending the tool</b>        |
| Negative moments<br><br>What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?   | <b>Too much technical info may confuse beginners</b>             | <b>Too many visuals at first glance</b>                | <b>Slow loading charts or unclear legends</b>                 | <b>No download or export summary</b>                         | <b>Lack of notifications or personalization</b>     |
| Areas of opportunity<br><br>How might we make each step better? What ideas do we have? What have others suggested?   | <b>Add SEO content and preview visuals</b>                       | <b>Add tooltips and beginner guide</b>                 | <b>Improve performance and add animations</b>                 | <b>Provide PDF export or auto summary</b>                    | <b>Add login system and update notifications</b>    |