

<p>Scenario: [Existing experience through a product or service]</p>	<p>Entice How does someone become aware of this service?</p>	<p>Enter What do people experience as they begin the process?</p>	<p>Engage In the core moments in the process, what happens?</p>	<p>Exit What do people typically experience as the process finishes?</p>	<p>Extend What happens after the experience is over?</p>
<p>Experience steps What does the person (or people) at the center of this scenario typically experience in each step?</p>	Analyst hears there's a dashboard that simplifies housing trend analysis	Share a teaser video or sample dashboard screenshot in emails or Slack	Analyst filters by zip code, ege, renovation status to compare prices	Analyst exports insight or takes screenshots to use in meetings	Analyst shares dashboard with teammates or uses again for another zip code later
<p>Interactions What interactions do they have at each step along the way?</p> <ul style="list-style-type: none"> • People: Who do they see or talk to? • Devices: Where are they? • Things: What digital touchpoints or physical objects do they use? 	Team lead, dashboard link, email	Tableau Public page, filter buttons	Charts, filters, map view, bar & pie charts	Export options, screenshot, summary panel	Shared link, email, saved filter view
<p>Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")</p>	Help me explore house data easily	Help me get started quickly	Help me find insights for decisions	Help me share my findings easily	Help me reuse or update insights later
<p>Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?</p>	Curiosity to try something visual	Smooth loading, clear layout, dropdown filters	Seeing instant changes when filters are applied	Able to export or screenshot visual summary	Uses same dashboard with updated data regularly
<p>Negative moments What steps does a typical person find frustrating, confusing, lingering, costly, or time-consuming?</p>	Unsure what the dashboard includes or how useful it will be	Gets overwhelmed if there are too many charts at once	If charts don't respond fast or aren't intuitive to read	Unsure which chart to use or how to explain it to others	Forget how they got insights or need new features
<p>Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?</p>	Share a teaser video or sample dashboard screenshot in emails or Slack	Add a short guide or tooltips on how to use filters, drill-down, etc.	Improve performance; create pre-built insights or recommended filter combinations	Add an "Insight Summary" section or recommended visual + caption	Create a versioned dashboard with date stamp, or allow saving filters as bookmarks