Scenario: [global malnutrition]	Entice How might someone become aware of this service?	Enter What might people experience as they begin to use the service?	Engage In the core moments in the service, what might happen?	Exit What might people typically experience as the process finishes?	Extend What might happen after the core experience is over?
Steps What does the person (or group) typically experience?	social medial ads,email marketing,and blog posts highlighting the importance of understanding global malnutrition trends	create adedicated landing page for the powerbi analysis, including a brief overview,key fndings,and a calltoaction(CTA)to explore the report	allow users to explor the powerBI reports interactive maps,charts,and tables	offer a concise summary of key fndings and takeaways	send afollow-up email or survey to gather feedback and understand how users applied the insights from the repor
Interactions What might someone interact with at each step along the way? People: Who would they see or talk to? Places: Where would they be? Things: What digital touchpoints or physical objects would they use?	ad features an interactive map or chart highlighting global malnutrition trends	user clicks ad and lands on a dedicated page for the power Bl analysis	user enters the powerB I dashboard and explores interactive maps charts ,and tables	users is presented with a concise summary of key finding and takeaways	users receives a followup email with additional resources, such as webinars or blog posts
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me" or "Help me avoid")	generate interest in the powerBI analysis	encourage users to explore the report	enable users to interact with the data and visualizations	provide a concise summary of key fndings	encourage ongoing engagement and community participation See an example
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	eye-catching ads with interactive maps orcharts grab users attention	aconcise and informative of the report sets users expectations	clear and concise recommendations empower users to take action	A concise summary of key findings reinforces user understanding	users look foeward to receiving notifications about future reports and updates
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	too much data and complex visuals overwhelm stakeholders	poor navigation and organization hinder stakeholders ability to fnd relevant information	lack of actionable insightss or recommendations disappoints stakeholders	stakeholders struggle to summarize key fndings or takeaways	no follow-up communication or support leaves stakeholders feelings abandoned
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	stakeholderrs are unaware of the importance of global malnutrition trends	stakeholders struggle to access or navigate the malnutrition data	stakeholders struggle to understand complex data visualization	the conclusin is weak or unconvincing	stakeholders do not recive follow-up communication or support