

 <div> Scenario: Ethan Hunt a real-estate market analyst wants to Communicate insights, Understand housing </div>	 <div> Entice How does someone become aware of this service? </div>	 <div> Enter What do people experience as they begin the process? </div>	 <div> Engage In the core moments in the process, what happens? </div>	 <div> Exit What do people typically experience as the process finishes? </div>	 <div> Extend What happens after the experience is over? </div>
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? <ul style="list-style-type: none"> 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	Ensure my raw data stays confidential. Avoid long onboarding	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 plan Create client community for peer tips

