



Scenario:EV Data Visualization and Insight Exploration	 <p><b>Entice</b></p> <p>How does someone become aware of this service?</p>	 <p><b>Enter</b></p> <p>What do people experience as they begin the process?</p>	 <p><b>Engage</b></p> <p>In the core moments in the process, what happens?</p>	 <p><b>Exit</b></p> <p>What do people typically experience as the process finishes?</p>	 <p><b>Extend</b></p> <p>What happens after the experience is over?</p>
 <p><b>Experience steps</b></p> <p>What does the person (or people) at the center of this scenario typically experience in each step?</p>	<div>User sees ad or article on EV insights</div> <div>User sees targeted ads or LinkedIn posts about EV data insights</div> <div>User stumbles upon the tool via Google Search or a blog about electric vehicle trends</div>	<div>Visits the dashboard login page</div>	<div>Interacts with charts, filters data views</div> <div>Uses comparison tools to analyze EV metrics by region or manufacturer</div> <div>Downloads specific datasets or exports charts as PDF/CSV</div>	<div>Logs out or completes exploration</div>	<div>Receives email follow-up or returns later</div>
 <p><b>Interactions</b></p> <p>What interactions do they have at each step along the way?</p> <ul style="list-style-type: none"> <li><b>People:</b> Who do they see or talk to?</li> <li><b>Places:</b> Where are they?</li> <li></li> </ul>	<div>Google search, social media, blogs</div> <div>LinkedIn, Twitter, EV forums</div> <div>Smartphone, social media apps</div>	<div>Signup form, email confirmation</div>	<div>Self-service via UI</div> <div>Dashboard UI, map visualization, filters</div> <div>Dashboard, data view page</div>	<div>Logout, survey, save/share option</div>	<div>Email, notification, browser bookmark</div>
 <p><b>Goals &amp; motivations</b></p> <p>At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")</p>	<div>"Help me learn more about EV trends."</div> <div>"Help me find a reliable tool to analyze EV data effortlessly"</div> <div>"Help me understand how EVs are performing in my region compared to global benchmarks"</div>	<div>"Help me sign up and get started easily."</div>	<div>"Help me explore meaningful EV insights."</div> <div>"Help me identify EV performance trends quickly"</div> <div>"Help me compare datasets to make data-driven recommendations"</div>	<div>"Let me finish and save/share my findings."</div>	<div>"Remind me or notify me of updates."</div>
 <p><b>Positive moments</b></p> <p>What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?</p>	<div>Discovering useful content via trusted source</div> <div>Landing page clearly communicates the value of the tool</div> <div>Sample dashboard previews spark interest</div>	<div>Smooth signup and visually appealing UI</div>	<div>Interactive filters, smooth performance, insightful data</div> <div>Charts respond smoothly to filter selections</div> <div>Tooltips and legends clarify complex visuals</div>	<div>Able to save report or share findings</div>	<div>Getting a summary email or update</div>
 <p><b>Negative moments</b></p> <p>What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?</p>	<div>Misleading content or spam-like ads</div> <div>No clear call-to-action (e.g., "Try Demo" or "Explore Dashboard")</div> <div>Confusing or cluttered landing page</div>	<div>Complicated signup or failed verification</div>	<div>Slow loading, too many options, data overload</div> <div>Visual clutter or overlapping chart elements</div> <div>Lag or delay in loading large datasets</div>	<div>Confusion on how to save/share findings</div>	<div>No reminder, irrelevant emails, or broken links</div>
 <p><b>Areas of opportunity</b></p> <p>How might we make each step better? What ideas do we have? What have others suggested?</p>	<div>Collaborate with EV influencers and blogs for credible promotion</div> <div>Add compelling use cases on homepage (e.g., "Compare EV charging efficiency across states")</div> <div>Include testimonials or success stories from early users</div>	<div>Add Google/Gmail/LinkedIn one-click login</div>	<div>Add tutorial or guided tour, enable user-specific dashboards</div> <div>Introduce guided insights or summary highlights</div> <div>Optimize performance for large dataset handling</div>	<div>Auto-save session, ask for feedback gently</div>	<div>Weekly email digest with top insights and "Return to Dashboard" CTA</div>