	Scenario: [Existing experience through a product or service]	Entice How does someone become aware of this service?	Enter What do people experience as they begin the process?	Engage In the core moments in the process, what happens?	Exit  What do people typically experience as the process finishes?	Extend What happens after the experience is over?	
	Experience steps  What does the person (or people) at the center of this scenario typically experience in each step?	Don't know how data visualization can help pricing/renovation strategies  Limited awareness of how data proposition of visualization benefits housing analysis.  Limited awareness of proposition of proposition of visualization benefits dashboards.	Difficulty navigating complex dashboards.  Unsure how to apply filters like renovation year or house age.	Hard to compare multiple features at once (e.g., bathrooms + floors).  Unclear chart legends or KPI meanings.  Inconsistent data format confuses users.  Slow response from filters with large data sets.	No clear way to summarize or share insights.  Confused about exporting visualizations.	No trend notifications or updates.  Insights are not automatically refreshed.  • No long-term tracking of decisions made.	
	<ul> <li>Interactions</li> <li>What interactions do they have at each step along the way?</li> <li>People: Who do they see or talk to?</li> <li>Places: Where are they?</li> <li>Things: What digital touchpoints or physical objects do they use?</li> </ul>	Watch internal demo or case study.  Receive email about the dashboard.	Logs into Tableau for the first time.  Clicks through KPIs and graphs.	Applies filters across features.  Interacts with histograms, pie charts, grouped bars.  Compares renovated vs. non-renovated houses	Downloads charts to PDF or Excel.  Takes screenshots for meeting	Requests dashboard updates.  Schedules follow-up usage.  Refers back to visualizations in future meetings.	
	Goals & motivations  At each step, what is a person's primary goal or motivation?  ("Help me" or "Help me avoid")	Find actionable housing trends.  Justify renovation investment.  Improve pricing strategies.	Understand dataset dimensions (e.g., house age, sales price).  Use visuals for decision-making.	Identify key sales drivers.  Segment houses by features and performance.  Detect renovation ROI patterns	Build compelling leadership. reports.	Track the impact of implemented changes.  Set benchmarks for future pricing.  Make data a continuous part of the workflow.	
	Positive moments  What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	Inspired by visual storytelling in housing data.  Gets interested through success stories.  Excited by potential insights	Quickly grasps sales trends.  Finds intuitive KPIs.	Spots clear sales- impacting patterns.  Customizes dashboard views effectively.  Gets real-time feedback from filters.	Confidently exports & presents results.  Saves time by avoiding manual analysis.	Uses dashboard for future planning.  Sees improvement in business outcomes.  Recommends it to others.	
	Negative moments  What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	Doesn't see need for advanced tools.  Thinks dashboard is poubts data reliability.	Overwhelmed by filter options. Can't interpret certain charts.	Charts lag with Filters give KPIs unclear or large data. unexpected results. inconsistent.	Forget to save/ export data.  Difficulty generating final reports.	Insights not reused.  No way to get alerts.  Doesn't revisit dashboard later. I	
	Areas of opportunity  How might we make each step better?  What ideas do we have? What have others suggested?	Doesn't see need for advanced tools.  Thinks dashboard is too complex.  Too complex.  Thinks dashboard is reliability	Overwhelmed by Can't interpret filter options. certain charts.	Charts lag with large data.  Filters give unexpected results.  KPIs unclear or inconsistent.	Forget to save/export data.  Difficulty generating final reports.	Insights not reused.  No way to get alerts.  Doesn't revisit dashboard later	
Product Sch	See an example  Product School Created in partnership with Product School						