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?	News&Media Consumer Business Cost Reports Price Changes Awareness	Monitoring Inflation Trends& Economic Indicators Consumer Behavior Adjustments	Data Collection and Integration • Data Cleansing and Transformation • Inflation Trends Adding Forecasting and Trend Analysis Interactive Dashboards	Sharing Insights with Stakeholders Reflecting on the Data Analysis Journey	Performing Refining Developing Comparative Analytical Actionable Analysis Model Insights
 Interactions What interactions do they have at each step along the way? People: Who do they see or talk to? Places: Where are they? Things: What digital touchpoints or physical objects do they use? 	People Places Digital&Physical Touchpoints	Individuals& Consumers Businesses&Corporations	Selecting Data Sources Data Filtering Visual Exploration Dynamic Filtering with Slicers Features Trend Analysis with Time-Series Features	Confirming Insights Before Exit Setting Alerts and Notifications •	User-Platform Interaction User-Analytical Tool Interaction Generation User-Actionable Insight Generation
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me" or "Help me avoid")	Digital Digital Learning-Based Economic Forecasting Tools	Empowering Data-Driven Decision-Making Real-Time Data Updates	Deepen Understanding of Global Inflation Trends Improve Decision- Making with Data- Driven Insights Enhance Predictive Capabilities for Inflation Forecasting Increase Efficiency in Analyzing Large Datasets Understanding of to Explore and Visualize Data Independently	Ensuring Data Integrity and Accuracy Before Exit • Capturing and Exporting Key Findings •	Deepen Insights into Global Inflation Trends Improve Predictive Models for Inflation Forecasting Discover Insights for Strategic Decision-Making
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	Al& Machine Learning-Based Economic Forecasting Tools Al& Machine Business Intuitive User Interface	Provide Forecast Timely, Data- Driven Insights Trends	Gaining Clear Insights from Complex Data Real-Time Access to Up-to-Date Inflation Data Streamlining Analysis with Custom Dashboards Streamlining Accessibility Across Devices Devices Empowering Collaboration and Knowledge Sharing	Successfully Completing the Inflation Analysis Setting Up Alerts for Future Monitoring	Enhanced Integration of Data Discovery Sources Real-Time Data Insights
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	Risinf Cost of Living&Reduced Purchasinf Power Reactions Data Misinterprentation&Panic Reactions Investor Anxiety	Data Quality Complex Data and Accuracy Integration	Difficulty in Handling Inconsistent or Missing Data Integration Time-Complexity of Advanced Features Complexity of Advanced Features Complexity of Dashboard Complexity Complexity Complexity of Advanced Complexity Dashboard Complexity Performance with Large Datasets	Exporting Issues or Formatting Errors • Difficulty in Setting Alerts or Notifications	Data Integration Challenges Difficulty in Refining Predictive Models Time-Consuming Customization of Visualizations
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested? Ool Created in partnership with Product School	Financial Education &Awareness Programs Investment in Inflation-Resistant Assets Business Innovation &Cost Optimization	Advanced Predictive Analytics and Machine Learning Improved Collaboration and Communication Tools	Improving Data- Driven Decision- Making with Automated Insights Streamlining Collaboration and Sharing Features Streamlining Collaboration and Sharing Features Expanding Educational Resources and Support Options Improving Mobile Experience for On-the- Go Insights Options	Simplified Setup for Alerts and Notifications Enhanced Collaboration Tools for Sharing Insights	Expand Data Sources Integration Features Advanced Visualization Features Simplified Collaboration and Sharing Tools See an example