# Global Economic Terrain

**SCENARIO**

A financial analyst wants to track inflation trends using Power BI Inflation Analysis to make data-driven decisions.

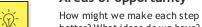| | **Entice**<br>Discover the Platform | **Enter**<br>Sign Up & Onboard | **Engage**<br>Import & Process Data | **Exit**<br>Generate Reports & Insights | **Extend**<br>Take Action & Share Insights |
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| **Steps**<br>What does the person (or group) typically experience? | Learns about Power BI Inflation Analysis through online research, blogs, or recommendations. | Registers an account, connects data sources, and goes through onboarding tutorials. | Uploads inflation data from IMF, World Bank, or CSV files and applies cleaning rules. | Creates customized reports for stakeholders, exports dashboards to PDF/Excel. | Uses insights for economic policy decisions, business strategy, or financial planning. |
| **Interactions**<br>What interactions do they have at each step along the way?<br>**People:** Who do they see or talk to?<br>**Places:** Where are they?<br>**Things:** What digital touchpoints or physical objects would they use? | Website, ads, financial news, LinkedIn, Power BI community forums. | Web platform, email confirmation, help center. | Power BI Desktop/Web, API integrations, data transformation interface. | Report builder, Power BI sharing tools, email notifications. | Decision-making meetings, Power BI embedded reports, Slack/Teams integration. |
| **Goals & motivations**<br>At each step, what is a person's primary goal or motivation? ("Help me…" or "Help me avoid…") | Help me find a reliable tool for inflation tracking. | Help me quickly set up my account and integrate my data. | Help me structure my data correctly for analysis. | Help me present data clearly to my team. | Help me make informed economic decisions. |
| **Positive moments**<br>What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting? | Easy access to demos and tutorials. | Simple account setup, helpful onboarding guides.. | Smooth API integrations for real-time data updates. | Automated report generation saves time. | Data-driven decision-making improves accuracy. |
| **Negative moments**<br>What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming? | Confusion about pricing and features. | Overwhelming interface for beginners. | Errors when cleaning large datasets. | Limited customization options for exported reports. | Not all stakeholders have access to Power BI. |
| **Areas of opportunity**<br>How might we make each step better? What ideas do we have? What have others suggested? | Provide a step-by-step wizard for new users. | Improve data cleaning automation and error handling. | Optimize dashboard performance for large datasets. | Add more export formats like PowerPoint. | Enable seamless sharing of insights across different platforms. |