	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?	Data Collection & Modeling & Relationships Preparation  Data Visualization & Insights	Analysis & Storytelling  Presentation & Decision-Making	market indices.  Schema Design: C  Relationship Management:  Data Modeling Visualization Selection	Design Consistency uniform formatting	labeling analyst identifies patterns findings to stakeholders
	<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>	Using Power Query Editor to clean, merge, and transform raw data  Discussing key inflation metrics  Ensuring data structures and relationships	Creating relationships between tables  Creating charts, heatmaps	Testing visuals with findings on stakeholders and adjusting filters drivers guiding policy/ data inflation reports.  Setting up scheduled to collect inflation data inflation reports.	retrieve data from databases, APIs  to structure data models and ensure efficient queries.	to gather feedback on dashboards.  Senior Analysts & Decision-Makers  Finance & Strategy Teams
	Goals & motivations  At each step, what is a person's primary goal or motivation?  ("Help me" or "Help me avoid")	need reliable inflation data  multiple sources (IMF, World Bank, government reports  Poor data leads to misleading insights.	connect tables correctly avoid g, confusing, cluttered	They need to spot clear, country inflation trends visuals  Create Clear, country comparisons trends  Create Clear, country comparisons trends  Decision-makers want actionable insights  Forecasting models	Executives, policymakers, and business leaders depend on accurate inflation data to make decisions.  Better policies, pricing strategies	financial planning present findings in a way that influences decisions.  present findings in a way that can be updated easily
	Positive moments  What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	Finding a reliable dataset  Automating repetitive tasks  Fixing messy data successfully	Optimizing the model for speed  instant improvements in report performance	Successfully Inking tables  Designing a beautiful, insightful dashboard  Seeing inflation trends come to life  Using insights appear instantly	Discovering a hidden insight  Using Alpowered forecasting	transforms data into a story  Presenting insights to leadership  Publishing an interactive report
	Negative moments  What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	Merging multiple datasets is a nightmare  Finding incomplete or messy data  data  Slow data loading & processing	Broken relationships & incorrect joins  Circular dependencies in DAX	Slow performance due to inefficient inefficient model  Slow  Chasing an incorrect insights, causing causing inefficient inefficient in presentations in presentation in pr	Inconsistent inflation calculations Not finding meaningful patterns	Decisions made on misinterpreted on desktop, insights – A stakeholder misreads a graph and makes a bad business decision.  Looks fine Executives don't understand understand and makes a bad business decision.
	Areas of opportunity  How might we make each step better?  What ideas do we have? What have others suggested?	Finding clean,  complete, and  up-to-date  inflation data   Find multiple  from multiple  sources (IMF,  World Bank,  Automate data  government  reports) is time- consuming.  Use Power BI  Use Power BI  Automate data  extraction and  transformation  before importing  into Power BI.	Create a centralized data repository – Use SharePoint, SQL, or OneDrive to store structured, cleaned datasets for easy access  Create a centralized Pre-aggregate data – Reduce data – Reduce dataset size by summarizing data before importing.	Use intuitive visualizations – Line charts for trends, bar charts for comparisons, KPIs for high-level insights.  Viewing  Standardize DAX Standardize DAX Standardize DAX Standardize DAX Standardize DAX Standardize DAX Train stakeholders on Use a star schema dashboard usage – dashb	Use natural language  O&A – Let users ask  questions and get insights without needing to understand the data model.  Too much data presentations makes them overwhelming.	Stakeholders misinterpret charts and make incorrect decisions.  Different analysts use different DAX formulas, leading to inconsistent results.  Insights may be too comple+x or unclear for decision-makers.
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