	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?	Sees a LinkedIn post or YouTube video about data analysis. Receives a college assignment or challenge. Finds this project as part of a data course or bootcamp.	Downloads the dataset and reviews it in Excel. Reads the project documentation or instructions. Begins exploring data columns and values. Installs or opens Tableau / Jupyter Notebook.	Loads and explores the dataset in Excel, Python, or Tableau. Cleans missing data, standardizes columns. Cleans missing data, standardizes columns. Cleans missing data, standardizes columns. Creates visualizations like bar charts, heatmaps, or scatter plots. Creates visualizations (e.g., Economic Freedom vs GDP per capita). Drafts insights or story narrative. Creates visualizations (a.g., Economic Freedom vs GDP per capita).	Finalizes charts and adds captions. Publishes to Tableau Public or GitHub. Submits it as an assignment or shares on LinkedIn.	Adds project link to resume or GitHub. Refers to this project in future job interviews. Repurposes the code or layout for another dataset. Uses visuals in presentations or seminars.
	 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? 	Talks to mentors, instructors, or seniors. Reads blog articles showcasing similar dashboards. Talks to mentors, instructors, or seniors. Visits a learning platform or GitHub repo.	Loads data into software (Excel, Tableau, Python). Watches videos explaining economic indicators. Joins forums or chats with classmates.	Uses Tableau, Excel, or Python for building visuals. Watches video tutorials for guidance. Refers to documentation or blog articles. Refers to documentation or blog articles. Receives feedback from mentors or classmates. Receives feedback from mentors or classmates.	Uses publishing/export features in Tableau or Python. Adds project to a resume or portfolio site. Follows peer review or grading feedback. Shares with friends, mentors, or classmates.	Discusses project in mock interviews or real ones. Explains methodology to juniors or teammates. Reposts project during application season.
2	Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me" or "Help me avoid")	"I want to start a realworld data project." "I'm looking for a project with both data and storytelling." "I want to start a realworld data project." "I'm want to start a realworld data project." "Help me understand economic indicators through data."	"Let me see if the data is manageable." "I want to understand each column clearly." "Help me choose the right visualization tools."	"Help me make visuals that speak for themselves." "I want my dashboard to be insightful and appealing." "Let me compare countries, regions, and years effectively." "I want to build something I can proudly showcase."	"I want this project to make me job-ready." "I want people to learn from my insights." "Help me showcase this project professionally." "Let this be a highlight in my profile."	"I want this to increase my chances in job applications." "Let me build on this for future case studies." "I want others to learn from my work."
	Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	Finds a clean, well-documented dataset. Sees an inspiring demo dashboard. Understands the project's relevance to real-world economics.	Data loads successfully and looks clean. Some variables are self-explanatory.	Visualizing first working heatmap of global freedom scores. Discovering trends that match your hypothesis. Dashboard filters working smoothly. Dashboard filters sworking smoothly. Successfully cleaning messy data. Finishing a polished and interactive dashboard.	Gets positive feedback or likes on LinkedIn. Adds to portfolio with pride.	Reuses layout for other UN or World Bank datasets. Recruiters comment on visual appeal. Confidence boost from completing a complex project. Confidence boost from completing a complex project.
	Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	Confused by too many project options online. Unsure about what project options online. The area it might be too complex. Complex. No clear guidance or roadmap upfront.	Some columns or metrics are unclear (e.g., "Regulatory Efficiency"). Tool setup issues (installing Tableau, Python libraries).	Gets confused with unfamiliar variables like "Judicial Effectiveness". Tableau dashboard not showing correct filter results. Visualization too cluttered or messy. Struggles to explain findings clearly. Repeated trial-and-error without visible progress.	Tableau Public limits features or formatting. No interaction after sharing online. Spends too much time fixing publishing bugs.	Project gets outdated or forgotten. Doesn't track feedback Project doesn't rank in search visibility.
	Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested? Created in partnership with Product School	Provide a project starter guide. Offer video walkthroughs of similar dashboards. Suggest tools and basic system requirements. Share sample completed projects.	Add a data dictionary or glossary. Provide video support for dataset walkthrough.	Include pre-built visualization templates. Provide a variable explanation guide. Suggest story angles (e.g., Top 10 Free Economies vs Bottom 10). Share examples of good dashboards. Share examples of good dashboards. 10).	Include final checklist before submission. Offer shareable templates (PDF/HTML exports).	Offer versioning or archiving options. Encourage community sharing and updates. Add option to keep dashboard updated automatically. See an example