

ToyCraft Tales _ Tableau's Vision into Toy Manufacturer Data

SCENARIO
Browsing, collecting data, analysing, and producing accurate data



Entice

How does someone initially become aware of this process?



Enter

What do people experience as they begin the process?



Engage

In the core moments in the process, what happens?



Exit

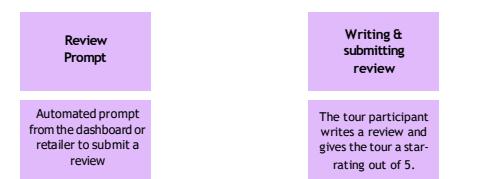
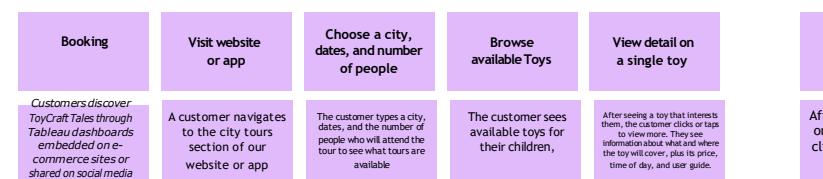
What do people typically experience as the process finishes?



Extend

What happens after the experience is over?

Steps
What does the person (or group) typically experience?



View in Profile

Customer journey appears in "My Toy Data" section of the profile. Timeline of discovery to review with KPIs and impression

Interactions
What interactions do they have at each step along the way?

City tours section of the website, iOS app, or Android app

City toys section of the website, iOS app, or Android app
Payment overlay within the website, iOS app, or Android app
Payment overlay within the website, iOS app, or Android app
Customer's email (software like Outlook or website like Gmail)
Customer's software like Outlook or website like Gmail

Toy locations tend to start in a specific public space (e.g. the steps of a statue in a town square)
Direct interactions with the guide, and potentially other group members
Direct interactions with the group members
Som include interactions with shopkeepers or restaurant staff (e.g. on a food-oriented tour)
The customer looks for the group or guide, often from a distance as they walk closer
Most common objects people interact with dolls.

Customer's email (software like Outlook or website like Gmail)
"Leave a review" modal window within the profile on the website, iOS app, or Android app
To some degree, this is communicating indirectly with the tour guide, who will see their review

Completed experiences section of the profile on the website, iOS app, or Android app
Recommendations span across website, iOS app, or Android app
Customer's email (software like Outlook or website like Gmail)
Post-purchase screens website, iOS app, or Android app

Things:Tableau dashboards

Goals & Motivations:Help me avoid poorly rated or unsuitable toy types

Help me get this toy booked
Help me have more fun or learn new things with my toy
Help me avoid seeing orders for the wrong dates, locations, or numbers of people
Help me see what they require
Help me understand what this Tableau's Vision into Toy manufacturing
Help me commit to use tableau
Help me get through this payment part without too much hassle
Help me feel confident that my purchase is finalized and tell me what to do next
Help me feel confident that my purchase is finalized and tell me what to do next
Help me make sure that customer is not disappointed
Help me feel confident about the toy data
Help me feel good about my decision right using tableau desktop
Help me make the most of the data is accurate
Help me leave the data with good feelings results

Help me spread the word about a great toy manufacturing company
Help me see what I've done before
Help me see what I could be doing next
Help me see ways to enhance my new analysis with tableau

Positive moments
Data transparency builds trust

Integrated purchase journey via visuals?

It's fun to look at options and imagine doing each toy, like shopping for experiences
Toy photos, videos, and explanations are exciting to see
Excitement about the purchase ("Here we go!")
Current payment flow is very bare-bones and simple
it's awesome to get such accurate results

we did a great job that possible with tableau

we think that technology plays a crucial role in analysis

Negative moments
What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?

without having proper knowledge
lack of computer operations
networks issues
it's being a challenge to perform the data

though we didn't have any mentor assigned it's been a negative aspect too
People describe leaving a review as an arduous process

Areas of opportunity
Simplify dashboard onboarding for first-time users

by doing this project found an opportunity to simply data in terms of graphs
by doing this project found a project to improve our soft skills
by doing this project found an opportunity to improve team management skill
Provide a simpler summary to avoid information overload
Show highlights or common phrases from purchases and sales

How might we make it clear that data cleaning is important?
we came to tableau work's
How might we progressively disclose the full review so that each step feels more simple?
How might we help people celebrate and remember things they've done in the past?