ToyCraft Tales _ Tableau's Vision into Toy Manufacturer Data

SCENARIO

Browsing, collecting data, analysising, 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?



What do people typically experience

as the process finishes?



Extend

What happens after the experience is over?



What does the person (or group) typically experience?

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

To some degree, this is communicating indirectly with the tour guide, who will see their review



Interactions

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

- People: Parents, Educators, Analysts, Toy Craft Data, TeamTableau Developers.
- Places:ToyCraft Tales Data Portal (Tableau)

Things: Tableau dashboards



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

Help me understand what this Tableau's Vision into Toy

within the website iOS app, or Android app

start in a specific public space (e.g. the steps of a statue in a town square) The customer looks for the group or guide, often from a distance as they walk closer

Help me make the most ofthe data is accurate

Often takes place at the same place where the group met the guide, but not always

Help me leave the data with good feelings results



Positive moments

Data transparency builds trust

Integrated purchase journey via visuals?





Negative moments

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





Areas of opportunity

Simplify dashboard onboarding for first-time users



