Scenario: A toy company uses Tableau to understand and improve its sales.

	Entice	Enter	Engage	Exit	Extend
	How does someone become aware of this service?	What do people experience as they begin the process?	They show interest in visual tools like Tableau for understanding toy sales trends. this is engage topic say this in context according to project	What do people typically experience as the process finishes?	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?

- **Entice:** Discover a smarter way to explore toy sales with stunning visuals. / See how data-driven stories can guide better toy business decisions. / Compare features and feel the clarity Tableau brings to your strategy.
- **Enter:** They become curious about how data can improve decision-making. / They show interest in visual tools like Tableau for understanding toy sales trends.
- **Engage:** They use filters to drill down into specific regions, products, or time periods. / Users identify sales patterns and customer behavior through visualized data. / Users begin by browsing Tableau dashboard to get an overall view of toy sales data. / Charts, maps provide quick insights into performance trendskey metrics. / As they gain clarity, users start relying on dashboard for accurate results
- **Exit:** They feel confident making data-driven decisions using Tableau. / They gain clear insights into toy sales, product performance, and customer trends.
- **Extend:** Feedback helps refine dashboards. / Users return to check updated data. / Smarter, data-driven choices follow.

Interactions
What interactions do they have at each step along the way?
- **People:** Who do they see or talk to?
- **Places:** Where are they?
- **Places:** Where are they?

- **Entice:** They come across the Tableau dashboard via social media, website, or word of mouth and get curious about its insights on toy sales. / They interact with dashboards, explore sales trends, and communicate with team members or analysts in meetings or online. / After using the dashboard, they discuss results with peers, share feedback, and apply insights in their workplace for better decisions.
- **Enter:** **Discovery:** User opens the Tableau dashboard via a shared link or during a meeting. *(They want to understand functionality before fully committing.)* / **First Interaction:** They explore visuals and share thoughts with teammates.
- **Engage:** **People:** Interact with peers or seniors who share Tableau dashboards showing toy sales trends. / **People:** Attend company workshops or online webinars introducing Tableau's use in toy analytics / **People:** Connect with data analysts or marketing heads to understand how visuals aid decision-making. / **Places:** Visit Tableau Public or internal portals to view engaging sales visualizations. / **Places:** Explore Tableau during meetings in the office where insights are discussed collaboratively.
- **Exit:** **People feel confident** after understanding sales insights clearly through Tableau's visuals. / **They gain satisfaction** from using data-driven decisions to improve toy production and sales.
- **Extend:** **Users apply the insights** gained from the Tableau dashboard to optimize product lines, pricing, or regional focus. / **They return regularly** to update data and track performance over time. / **They recommend the dashboard** to colleagues or decision-makers, leading to wider usage.

Goals & motivations
At each step, what is a person's primary goal or motivation? ("Help me…" or "Help me avoid…")

- **Entice:** "Help me discover better tools to visualize toy sales data." *(They want more clarity in decision-making.)* / "Help me avoid using outdated or manual reporting methods." *(They're frustrated with slow or unclear processes.)* / "Help me stay ahead in understanding market trends and customer preferences." *(They're seeking insights to stay competitive.)*
- **Enter:** "Help me explore how this Tableau dashboard works for my toy sales data." → Users want visual clarity to quickly grasp regional trends. / "Help me avoid wasting time on tools that aren't user-friendly or insightful." *(Efficiency and ease of use matter at this point.)*
- **Engage:** "Help me clearly understand sales performance across different regions." → Users want visual clarity to quickly grasp regional trends. / "Help me compare product categories to see which toys perform best." → They seek side-by-side comparison to guide production or marketing. / "Help me identify underperforming areas that need improvement." → They want visuals that highlight gaps or opportunities. / "Help me interact with the dashboard easily without confusion." → Smooth navigation and filters improve engagement. / "Help me validate my assumptions with real data insights." → They look for confirmation or challenges to their expectations.
- **Exit:** "Help me summarize key insights before I leave." → Users want a quick recap of actionable takeaways. / "Help me download or share this dashboard with my team." → They need easy export or sharing options.
- **Extend:** "Help me explore deeper insights beyond what I've seen." → Users want ongoing access or alerts to monitor trends over time. / "Help me track performance regularly." → Users want ongoing access or alerts to monitor trends over time. / "Help me connect this data with other business areas." → They seek integration with marketing, supply chain, or customer feedback.

Positive moments
What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?

- **Entice:** **Seeing a quick demo of toy sales insights** – Engaging animations and interactivity spark curiosity. / **Noticing how easily data tells a story** – The simplicity of understanding complex toy trends feels empowering. / **Feeling inspired by data-driven storytelling** – It's exciting to imagine how they could create similar dashboards.
- **Enter:** **Customizing filters to view specific toy data** – Users enjoy discovering patterns relevant to their interest or region. / **Watching the data respond in real-time** – The smooth responsiveness of Tableau adds a fun, tech-savvy feel.
- **Engage:** **Diving deep into toy sales trends using visual charts** – Users feel empowered analyzing product-wise and region-wise patterns. / **Exploring interactive storyboards** – The storytelling aspect makes insights feel more engaging and meaningful. / **Using filters and parameters to personalize the view** – Hands-on control gives a sense of ownership and curiosity. / **Spotting spikes and drops in performance** – Recognizing patterns and anomalies feels productive and insightful. / **Sharing insights with team or faculty** – Communicating discoveries builds confidence and collaboration.
- **Exit:** **Feeling confident about the decisions made from insights** – Users enjoy seeing how data helped improve choices. / **Saving or downloading reports for future use** – It's rewarding to leave with something valuable in hand.
- **Extend:** **Revisiting dashboards for updated insights** – Users feel engaged when they see fresh data trends over time. / **Sharing the project with peers or showcasing it in a portfolio** – It feels exciting to display work that's both creative and analytical. / **Applying the Tableau skills in other domains or subjects** – Motivating to extend learning beyond one project.

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

- **Entice:** **Too many similar tools in the market** – Confusion about which platform or tool to explore first. / **Lack of awareness about data visualization benefits** – Users may not understand why Tableau or dashboards are valuable. / **Difficulty finding relatable examples in toy industry** – People don't immediately connect dashboards to toy sales.
- **Enter:** **Overwhelmed by dashboard complexity** – Too many charts or filters may scare off beginners. / **Slow loading time or login barriers on Tableau Public** – Technical delays reduce motivation.
- **Engage:** **Overwhelmed by too many charts at once** → Users might not know where to start or what to focus on. / **Difficulty understanding complex visuals** → Without clear labels or tooltips, graphs may confuse users. / **Missing guidance or walkthrough** → No steps or hints on how to explore the dashboard or story effectively. / **Filters or dropdowns not intuitive** → Users might not realize they can interact with the dashboard.. / **Lack of personalized insights** → Data may feel too generic or irrelevant to their specific interest.
- **Exit:** **Lack of confidence in using findings for decision-making** – Users might still doubt how to apply what they saw. / **Unclear what to do with insights after viewing** – No action plan or suggestion post-analysis.
- **Extend:** **Forgetting the link or how to access later** – Users lose touch if not bookmarked or saved. / **No motivation to explore further dashboards** – If they didn't enjoy the first experience, they won't return. / **Unable to share easily with team or mentors** – Sharing might break formatting or access issues.

Areas of opportunity
How might we make each step better? What ideas do we have? What have others suggested?

- **Entice:** Promote dashboard/story via social media, portfolio, or LinkedIn / Add a short preview video or GIF that grabs attention / Use clear titles like "Explore Toy Sales Trends Visually"
- **Enter:** Add a loading screen with a brief tip or introduction / Highlight where to click or interact (tooltips, animations)
- **Engage:** **Compare performance** across different toy categories using visuals. / **Interact with filters** to explore sales by region, product, or date. / **Navigate story steps** that guide users through key business insights. / **Hover over charts** for detailed tooltips and data points. / **Gain clarity** through visual storytelling and highlight-driven dashboards.
- **Exit:** **Take away insights** on trends and performance for future decisions. / **Feel informed** and satisfied after viewing clear, data-backed conclusions.
- **Extend:** Share success stories of others who used the data insights / Add a feedback or comment section / Let users sign up for future dashboard updates

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