

<p>Scenario: [A retail manager or business analyst uses a Tableau dashboard to analyze how product placement influences sales across various stores.]</p>	 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?						
	Hears about the dashboard in a team meeting. Watches a short demo video.	Receives a link via company email. Gets a Slack message from manager with dashboard preview.	Opens the dashboard for the first time. Navigates tabs like Sales Trends, Placement Impact.	Signs in using company credentials.	Uses filters to drill into specific product categories.	Applies region-wise comparison.	Views performance heat maps and bar charts.	Notes down underperforming SKUs.	Uses "what-if" analysis to simulate placement shifts.	Exports dashboard insights to PDF.	Emails report to regional lead.	Reviews next week's dashboard for updated sales.	Shares success stories internally.	Recommends dashboard improvements.	
Experience steps What does the person (or people) at the center of this scenario typically experience in each step?	Hears about the dashboard in a team meeting. Watches a short demo video.	Receives a link via company email. Gets a Slack message from manager with dashboard preview.	Opens the dashboard for the first time. Navigates tabs like Sales Trends, Placement Impact.	Signs in using company credentials.	Uses filters to drill into specific product categories.	Applies region-wise comparison.	Views performance heat maps and bar charts.	Notes down underperforming SKUs.	Uses "what-if" analysis to simulate placement shifts.	Exports dashboard insights to PDF.	Emails report to regional lead.	Reviews next week's dashboard for updated sales.	Shares success stories internally.	Recommends dashboard improvements.	
Interactions What interactions do they have at each step along the way? <ul style="list-style-type: none"> ■ People: Who do they see or talk to? ■ Places: Where are they? ■ Things: What digital touchpoints or physical objects do they use? 	Talks with business analyst. Reads internal documentation or Confluence page.	Engages with internal email announcement. Receives peer recommendations.	Attends training webinar. Initial data glossary or guide.	Tableau login screen. Tableau login screen.	Email from IT with credentials. Email from IT with credentials.	Filters and interactive graphs in Tableau. KPI cards and tooltips.	KPI cards and tooltips. Tooltip insights on hover.	Tooltip insights on hover. Chat with analyst for interpretation.	Chat with analyst for interpretation.	Share via Teams/Slack. Export, download, and share features.	Close browser or return to task tracker. Continuous access to Tableau reports.	Weekly summary email alert. Feedback form or email suggestions.	Dashboard updates from analytics team. Collaborative review sessions.		
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")	Help me understand why sales dropped.	Give me a tool to back my decisions.	Let me align placement with demand.	Don't confuse me with too many tabs.	Help me feel in control.	I want to find underperforming placements fast.	I need clear, interactive visuals.	Let me compare regions easily.	Give me alerts for low sales.	I want to simulate placement change.	Let me share this easily with my boss.	Don't let me lose the data I explored.	I want to keep improving placement.	Let me track the effect over time.	Keep me in the loop weekly.
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	Clear communication on purpose of dashboard. Sees past success stories.	Interest sparked by internal demo.	Feels confident it will help decision-making.	Easy and smooth login process. Clean layout and interface.	Fast initial load time. Delay in getting access credentials.	Visually pleasing heatmaps.	Interactive filters respond instantly.	Identifies trends clearly.	Quick report export feature.	Positive feedback from manager.	Notices improvement in sales after changes.	Looks forward to next week's update.	Feels dashboard is now part of routine.	Motivated to share best practices.	
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	Doesn't know where to find dashboard. Not engaged by email alone.	Lacks clarity on its benefits initially. Confused by internal terminology.	Fears it'll be complex. Delay in getting access credentials.	Confusing layout at first. Mirror login bugs.	Challenging layout at first. Long loading times on large data sets.	Charts feel overloaded. Filters reset too easily.	Long loading times on large data sets.	Doesn't know how to use "what-if" simulation.	Dashboard freezes during export.	No summary page.	Lacks trend summary over long term.	Needs competitor data that isn't available.	Suggestions go unacknowledged.		
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	Use internal campaigns or champions.	Create short teaser video.	Include success metrics in launch email.	Simplify login and landing page.	Provide onboarding checklist.	Use AI-driven insight recommendations.	Add training videos for filters/simulations.	Personalize views by location/role.	Auto-save filter state.	Improve speed on large datasets.	Auto-generate summary slide.	Add save session option.	Weekly email highlights placement impact.	Offer dashboard usage analytics.	Reward users with recognition badges.