










<p>Scenario: [A retail manager or business analyst uses a Tableau dashboard to analyze how product placement influences sales across various stores.]</p>	<p> Entice How does someone become aware of this service?</p>	<p> Enter What do people experience as they begin the process?</p>	<p> Engage In the core moments in the process, what happens?</p>	<p> Exit What do people typically experience as the process finishes?</p>	<p> Extend What happens after the experience is over?</p>
<p> Experience steps What does the person (or people) at the center of this scenario typically experience in each step?</p>	<p>Hears about the dashboard in a team meeting. Receives a link via company email. Gets a Slack message from manager with dashboard preview. Watches a short demo video.</p>	<p>Opens the dashboard for the first time. Signs in using company credentials. Navigates tabs like Sales Trends, Placement impact.</p>	<p>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.</p>	<p>Exports dashboard insights to PDF. Emails report to regional lead. Screenshots charts to present in team meeting. Closes session after insights are captured.</p>	<p>Reviews next week's dashboard for updated sales. Shares success stories internally. Recommends dashboard improvements.</p>
<p> 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?</p>	<p>Talks with business analyst. Engages with internal email announcement. Attends training webinar. Reads internal documentation or Confluence page. Receives peer recommendations.</p>	<p>Tableau login screen. Email from IT with credentials. Initial data glossary or guide.</p>	<p>Filters and interactive graphs in Tableau. KPI cards and tooltips. Tooltip insights on hover. Chat with analyst for interpretation.</p>	<p>Share via Teams/Slack. Close browser or return to task tracker. Export, download, and share features.</p>	<p>Weekly summary email alert. Dashboard updates from analytics team. Collaborative review sessions. Continuous access to Tableau reports. Feedback form or email suggestions.</p>
<p> Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")</p>	<p>Help me understand why sales dropped. Give me a tool to back my decisions. Let me align placement with demand.</p>	<p>Don't confuse me with too many tabs. Help me feel in control.</p>	<p>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.</p>	<p>Let me share this easily with my boss. Don't let me lose the data I explored.</p>	<p>I want to keep improving placement. Let me track the effect over time. Keep me in the loop weekly.</p>
<p> Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?</p>	<p>Clear communication on purpose of dashboard. Interest sparked by internal demo. Feels confident it will help decision-making. Sees past success stories.</p>	<p>Easy and smooth login process. Fast initial load time. Clean layout and interface.</p>	<p>Visually pleasing heatmaps. Interactive filters respond instantly. Identifies trends clearly. Gains actionable insights quickly. Enjoys testing "what-if" tool.</p>	<p>Quick report export feature. Positive feedback from manager. Feels productive after using dashboard. Confirms insights with team. Makes informed changes confidently.</p>	<p>Notifies improvement in sales after changes. Looks forward to next week's update. Feels dashboard is now part of routine. Motivated to share best practices.</p>
<p> Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?</p>	<p>Doesn't know where to find dashboard. Lacks clarity on its benefits initially. Fears it'll be complex. Not engaged by email alone. Confused by internal terminology.</p>	<p>Confusing layout at first. Minor login bugs. Delay in getting access credentials.</p>	<p>Charts feel overloaded. Filters reset too easily. Long loading times on large data sets. Doesn't know how to use "what-if" simulation.</p>	<p>Dashboard freezes during export. No summary page.</p>	<p>Lacks trend summary over long term. Needs competitor data that isn't available. Suggestions go unacknowledged.</p>
<p> Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?</p>	<p>Use internal campaigns or champions. Create short teaser videos. Include success metrics in launch email. Post banner in internal tools (Slack, intranet).</p>	<p>Simplify login and landing page. Provide onboarding checklist. Improve help documentation.</p>	<p>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.</p>	<p>Auto-generate summary slide. Add save session option. Link report to internal documentation.</p>	<p>Weekly email highlights placement impact. Offer dashboard usage analytics. Reward users with recognition badges. Add long-term comparison toggle.</p>