	Scenario: Financial Analyst using Power BI to track and analyze inflation trends	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 afte experience is over?	r the ?
	Experience steps  What does the person (or people) at the center of this scenario typically experience in each step?	Realizes the need for a better inflation tracking method  Notices competitors using data-driven inflation analysis for pricing and investment decisions	Explores Power BI's capabilities for financial data visualization, inflation analysis, and forecasting	Connects inflation datasets from multiple sources, including government reports, market indices, and real-time feeds  Builds interactive dashboards to visualize models and uses Power Bl's Al-powered analytics for better insights	Presents inflation reports and recommendations to stakeholders or leadership teams  Uses Power BI-generated insights to refine pricing, budgeting, and investment strategies  Monitors inflation trends using automated alerts and real-time analytics	Regularly updates Power BI dashboards with new economic data and inflation reports
	<ul> <li>Interactions</li> <li>What interactions do they have at each step along the way?</li> <li>People: Who do they see or talk to?</li> <li>Places: Where are they?</li> <li>Things: What digital touchpoints or physical objects do they use?</li> </ul>	Reads financial reports, inflation indices, and macroeconomic forecasts from government and private institutions  Engages in discussions on platforms like LinkedIn, Twitter, and financial forums	Downloads trial versions or accesses Power BI's free learning resources Seeks recommendations from peers, industry leaders, or consultants  Participates in Power BI community discussions and case studies on inflation tracking	Works with raw inflation data and refines it for better accuracy in Power BI dashboards  Collaborates with teams in finance, pricing, and risk management to align insights  Uses Power BI's automation features to update inflation trends dynamically	Shares Power BI insights with company executives, investors, or clients for strategic planning  Analyzes inflation's impact on specific industries or regions for targeted decisions Implements inflation risk mitigation strategies using Power BI forecasts  Explores advanced Power BI features like machine learning for inflation forecasting	Engages in Power BI user communities to exchange insights and best practices  Attends Power BI conferences or expert talks for continued learning
	Goals & motivations  At each step, what is a person's primary goal or motivation?  ("Help me" or "Help me avoid")	Gain a deeper understanding of inflation's impact on business operations and investments  Find a reliable, automated solution for tracking and visualizing inflation trends  Find a reliable, automated solution for tracking and visualizing inflation trends  Ensure data-driven financial decision-making with accurate, real-time analytics	Choose a tool that can handle large-scale, multi-source inflation data efficiently  Improve forecasting accuracy and minimize risks associated with inflation volatility	Ensure that inflation Identify trends and of the patterns that could models using historical date, and easy to affect business and interpret investment strategies of the patterns that could models using historical and real-time inflation data	Provide leadership with compelling data visualizations for better decision-making  Adapt pricing and financial strategies based on inflation trends  Improve forecasting precision using Aldriven models and new datasets	Stay updated on inflation trends with automated alerts and predictive analytics
	Positive moments  What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	Finds a reliable source for real-time inflation data within Power BI  minimal manual effort  Learns how Power BI where Power BI successfully helped businesses navigate inflation challenges	Successfully integrates multiple inflation data sources into Power BI dashboards  Finds Power BI's visualization tools intuitive and effective for financial reporting	Creates a compelling inflation report that updates, reducing align with business helps leadership make a critical decision improving efficiency strategies, proving the value of data analytics	Witnesses real-world impact as Power Bl insights improve business outcomes  Gains recognition from leadership for providing valuable, data-driven  Gains recognition from leadership for providing valuable, data-driven  Continuously finds new ways to optimize financial strategies using Power Bl	Expands use of Power BI for broader economic analysis beyond inflation  Receives timely alerts on inflation fluctuations, enabling proactive responses
	Negative moments  What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	Struggles to find consistent and standardized inflation data sources  Feels overwhelmed by the complexity of integrating financial datasets into Power BI	Struggles to clean and preprocess inflation data for accurate insights  Frustrated by lack of historical data availability in some regions	Encounters discrepancies in inflation data due to different reporting standards  Difficulty in aligning making forecasts precise due to external economic uncertainties	Leadership struggles to interpret complex data visualizations without simplification Insights are sometimes misinterpreted, leading to hesitation in decision-making  Needs more support in scenario analysis for different inflation conditions  Needs more support in scenario analysis for different inflation conditions  Requires more dynamic features for comparing inflation trends across multiple countries	Needs better automation tools to minimize manual dashboard updates  Struggles with keeping up with Power BI updates that could improve analysis
Product Sch	Areas of opportunity  How might we make each step better?  What ideas do we have? What have others suggested?  Created in partnership with Product School	Increase awareness through Power BI success stories in finance and inflation analysis  Provide finance-focused webinars and training sessions on using Power BI for economic forecasting  BI for economic forecasting  Develop marketing materials tailored to financial professionals looking for inflation-tracking solutions	Offer pre-built Power BI templates specifically designed for inflation tracking  Provide step-by-step guides for new users to set up inflation analysis dashboards  Enhance Power BI's ability to integrate global inflation datasets seamlessly	Improve Al-powered forecasting models within Power BI for inflation trend predictions  Develop more accessible inflation indicators and economic impact assessments  Enhance Power BI's ability to handle multiple inflation scenarios dynamically	Create user-friendly reporting templates for leadership and decision-makers  Simplify data interpretation by offering intuitive, easy-to-read insights  Integrate Power Bl with external financial tools for a more holistic analysis	Offer personalized recommendations for refining inflation analysis models  Expand Power Bl's predictive analytics for long-term inflation impact forecasting  See an example