Scenario: Experiencing economic prosperity through access to national economic programs or data tools	Entice Citizens become aware of economic tools,prosperity indices ,or government schemes.	Enter Users sign up or begin using tools to track national/local economic performance.	Engage They interact with dashboards, attend workshops, or use insights to make personal/financial decisions.	Exit They reflect on the usefulness or actionability of the data or policy received.	Extend They may share with others, re-engage later, or benefit from sustained prosperity.
Experience steps See ads or social media posts about economic dashboards. Register or log in to access the portal. Analyze graphs on GDP, employment, or inflation.	People hear about the prosperity index via SDP and local prosperity programs.	Visit official website to explore the economic dashboard. They sign up or start interacting with the data tool.	Users explore charts showing GDP, inflation , jobs, etc., growth.)	Users reflect on how the economy affects them. Evaluate relevance: was it useful, inspiring or unclear?	Share insights with community or re-visit monthly. Long-term trust in the system and financial planning.
Interactions What interactions do they have at each step along the way? People: Outreach officers, finance trainers, peers. Places: Websites, mobile apps, public economic seminars. Things: What digital touchpoints or physical objects do they use?	View economic campaign on youtube,instagram Talk to a local officer or attend awareness session.	Interact with chatbot or assistant for guidance. Explore glossary to understand economic terms.	Attend webinar about economic development trends. Use Al tools to predict economic growth by region.	Provide feedback or ask quesions on usability. Discuss results with peers or local leaders.	Join forums, participate in civic/ economic discussions. Advocate for improvement or better implementation.
Goals & motivations Understand where the economy is headed. Make better financial or business decisions. Seek accountability from governance.	Learn about prosperity trends in the country, Understand national budget impact on daily life.	Check if their city/state is progressing. Know how they can benefit from schemes.	Plan personal/business decisions based on data. Understand employment and inflation rates.	See if their expectations were met. Analyze if the economy is moving in the right direction.	Stay informed to influence change. Help others use this resource.
Positive moments Discover rising employment in local area. Find grant/scheme eligibility.Realize increased household savings aligns with national trends.	Discover exciting news about economic growth. Access to simplified language tools.	Quick onboarding process. Friendly UI and tips pop up.	Dashboard shows rising employment. See how government policies help people.	Feel empowered with new knowledge Realize their role in economic change.	Build community around financial awareness. Start saving/investiong smarter.
Negative moments Technical difficultes using the portal.Confusion about economic terms or data accuracy.Feeling discouraged by low economic indicators.	Economic data seems confusing or biased. Lack of interenet access in rural areas.	Signup process is lenghty or technical App crashes or is slow.	Overwhelmed by too many indicators. Charts too complex for layman.	Unsure how to apply insights to real life. No follow - up or support.	Lack of local - level details leads to disengagement. Data not updated regularly.
Areas of opportunity Improve data accessibility and language simplicity. Offer financial education or tutorials.Localize insights. Created in partnership with Product School	Improve outreach in vernacular languages. Collaborate with influencers or schools.	Provide easy onboarding videos or guides. Gamify the learning process.	Add data visualizations that are interactive. Provide region- specific prosperity suggestions.	Offer surveys or guides to act on insights. Summarize key insights in newsletters.	Create rewards of active users. Use Al to personalize future updates. See an example