













<div>Scenario: [Existing experience through a product or service]</div>	<div>  <p><b>Entice</b></p> <p>How does someone become aware of this service?</p> </div>	<div>  <p><b>Enter</b></p> <p>What do people experience as they begin the process?</p> </div>	<div>  <p><b>Engage</b></p> <p>In the core moments in the process, what happens?</p> </div>	<div>  <p><b>Exit</b></p> <p>What do people typically experience as the process finishes?</p> </div>	<div>  <p><b>Extend</b></p> <p>What happens after the experience is over?</p> </div>
<div>  <p><b>Experience steps</b></p> <p>What does the person (or people) at the center of this scenario typically experience in each step?</p> </div>	<div>Conference Mention.</div> <div>Hear about it in class</div> <div>Finds it on social media</div>	<div>Clicks link to dashboard</div> <div>Opens it on phone/laptop</div>	<div>Clicks charts &amp; maps</div> <div>Filters by year or index</div> <div>Compares economicdata</div> <div>read insights</div> <div>note trends</div>	<div>Closes dashboard</div> <div>Downloads or screenshots</div>	<div>Subscribes To updates</div> <div>Returns after a month</div> <div>Asks for feature</div>
<div>  <p><b>Interactions</b></p> <p>What interactions do they have at each step along the way?</p> <ul style="list-style-type: none"> <li><b>People:</b> Who do they see or talk to?</li> <li><b>Places:</b> Where are they?</li> <li><b>Things:</b> What digital touchpoints or physical objects do they use?</li> </ul> </div>	<div>Social Media post</div> <div>Youtube explainer</div> <div>Newsletter snippet</div>	<div>OpenTableau Dashboard</div> <div>Skims headlines</div>	<div>Tooltip On hover</div> <div>Region selector</div> <div>Data legend</div> <div>Year slider</div> <div>Export options</div>	<div>Share tools</div> <div>Print options</div>	<div>Blog Follow-ups</div> <div>Tableau public updates</div> <div>Feature requestform</div>
<div>  <p><b>Goals &amp; motivations</b></p> <p>At each step, what is a person’s primary goal or motivation? (“Help me…” or “Help me avoid…”)</p> </div>	<div>Find relevant Global data</div> <div>understand economic</div> <div>link to the diet</div>	<div>Early access data</div> <div>Explore by country</div>	<div>Identify top Performers</div> <div>spot pattern</div> <div>Prepare a reports</div> <div>Download visuals</div> <div>Share insights</div>	<div>Remember insights</div> <div>Finish my research</div>	<div>rack progress</div> <div>Request changes</div> <div>Motivate others</div>
<div>  <p><b>Positive moments</b></p> <p>What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?</p> </div>	<div>Finds idea interesting</div> <div>Excited to try</div> <div>Excited to try</div>	<div>Easy to access</div> <div>Looks attractive</div>	<div>Enjoys visuals</div> <div>Finds useful info</div> <div>Learns something new</div> <div>Likes simple layout</div> <div>Feels motivated</div>	<div>Feels proud</div> <div>Shares results</div>	<div>Ongoing filters</div> <div>Gets support</div> <div>Stays consistent</div>
<div>  <p><b>Negative moments</b></p> <p>What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?</p> </div>	<div>Unsure about Tableau</div> <div>Doesn’t understand goal</div> <div>Doesn’t understand goal</div>	<div>Slow loading</div> <div>Confused by layout</div>	<div>Too much data</div> <div>Hard to read charts</div> <div>No suggestions</div> <div>Boring visuals</div> <div>Missing data</div>	<div>No next steps</div> <div>Forgets info</div>	<div>Request changes</div> <div>No reminders</div> <div>Can’t access again</div>
<div>  <p><b>Areas of opportunity</b></p> <p>How might we make each step better? What ideas do we have? What have others suggested?</p> </div>	<div>Use videos/posters</div> <div>Add student quotes</div> <div>Add student quotes</div>	<div>Start guide pop-up</div> <div>Simplify homepage</div>	<div>Add tips/suggestions</div> <div>Track personal goals</div> <div>Show food examples</div> <div>Add hover help</div> <div>Use fewer charts</div>	<div>Give weekly summary</div> <div>Suggest plans</div>	<div>Send reminders</div> <div>Share updates weekly</div> <div>Connect with apps</div>
<div>            Product School           <small>Created in partnership with Product School</small> </div> <div>See an example</div>					

