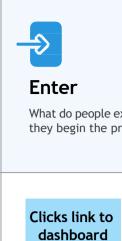
	Scenario: [Existing experience through a product or service]	Entice How does someor aware of this serv		
	Experience steps What does the person (or people) at the center of this scenario typically experience in each step?	Conference Mention.	Hear about it in class	Finds it on social media
*	Interactions What interactions do they have at each step along the way? People: Who do they see or talk to? Places: Where are they? Things: What digital touchpoints or physical objects do they use?	Social Media post	Youtube explainer	Newsletter snippet
* *	Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me" or "Help me avoid")	Find relevant Global data	understand economic	link to the
•	Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	Finds idea interesting	Excited to try	Excited to try
	Nogativo momonts			



What do people experience as they begin the process?

Opens it on

phone/laptop

OpenTableau Skims

Early access

data

Easy to

Dashboard headlines

2 **Engage** In the core moments in the process, what happens?

economicdata read insights note trends

Year

Download

visuals

slider

Export

Share

insights

Feels

motivated

options

Exit What do people typically experience as the process finishes?

Closes

dashboard

Share

tools

Remember

Feels

proud

insights

Downloads or

screenshots

Print

Finish my

research

Shares

results

options

Extend

Blog

Follow-ups

rack

progress

Ongoing

filters

Send

What happens after the experience is over?

To updates after a month

Subscribes

Returns

Tableau public Feature

updates requestform

Asks for feature

Negative moments

What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?

Doesn't understand goal

Doesn't understand goal

Add student

quotes

access Slow loading

Confused by layout

Explore by

country

Looks

attractive

Too much Hard to data

read charts suggestions

layout Boring visuals

help

Likes simple

Missing data

No next **Forgets** info steps

Request

No changes reminders

Request

changes

Gets

support

Can't access again

Motivate

others

Stays

consistent

Areas of opportunity

Product School Created in partnership with Product School

How might we make each step better? What ideas do we have? What have others suggested?

Use videos/ posters

Unsure about

Tableau

Add student quotes

Start guide

Simplify homepage

Add tips/ suggestions

Track personal goals

Clicks charts Filters by year Compares

or index

Region

selector

spot

pattern

Finds

useful info

Data

legend

Prepare a

Learns

something

reports

& maps

Tooltip

On hover

Identify top

Enjoys

visuals

Performers

Show food examples

Add hover

Use fewer charts

Give weekly summary

Suggest plans

Share updates reminders weekly

Connect with See an example