





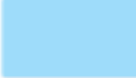
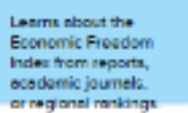
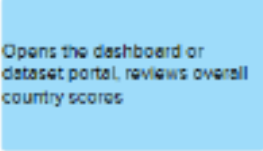
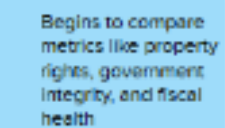

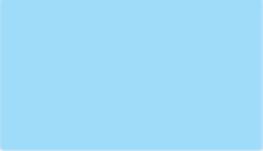
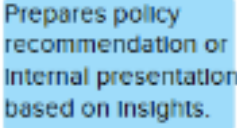
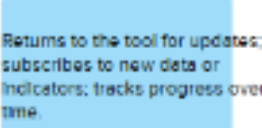


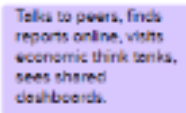

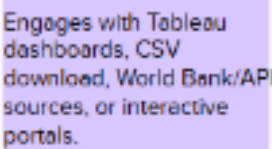
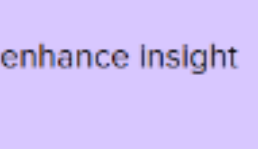


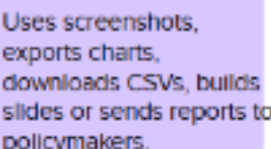

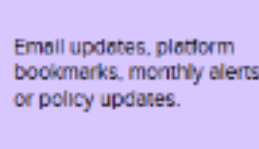


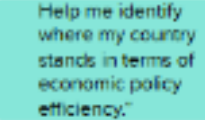
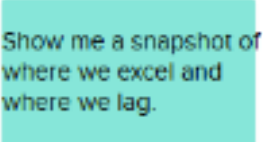
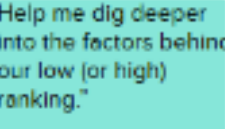
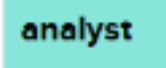
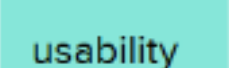
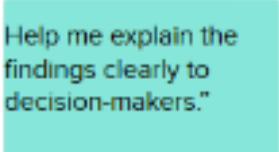
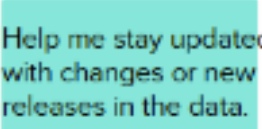


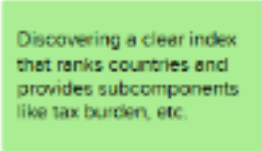
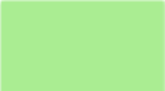
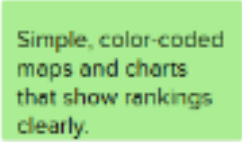
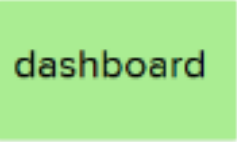
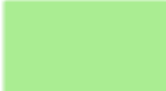
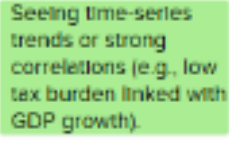
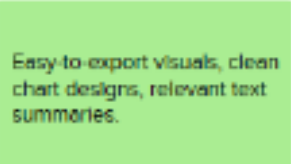
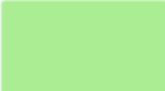
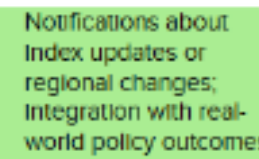


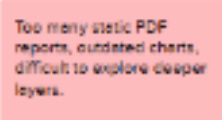
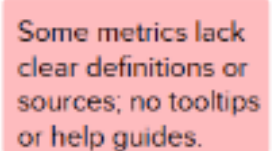
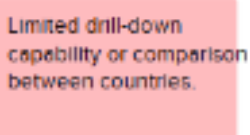


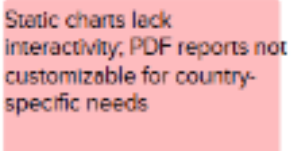
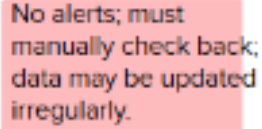




user experience for a policymaker or analyst interacting with your economic freedom index dashboard

Scenario: [Existing experience through a product or service]	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 after the experience is over?
 Experience steps What does the person (or people) at the center of this scenario typically experience in each step?	 		  		 
 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?	 		  		 
 Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")	 		  		 
 Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	 		  		 
 Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	 		  		 
 Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	