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?
221	Experience steps What does the person (or people) at the center of this scenario typically experience in each step?	Learns about the Economic Freedom Index from reports, ecodomic journels, or regional rankings	Opens the dashboard or dataset portal, reviews overall country scores	Begins to compare metrics like property rights, government integrity, and fiscal health		Prepares policy recommendation or internal presentation based on insights.	Returns to the tool for updates; subscribes to new data or indicators; tracks progress over time.
*	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?	Talks to peers, finds reports online, vishs economic think tanks, sees shared dashboards.	Engages with Tableau dashboards, CSV download, World Bank/API sources, or interactive portals.	enhance insight	Filters data by country, year, and region; downloads reports; integrates with policy briefs.	Uses screenshots, exports charts, downloads CSVs, builds slides or sends reports to policymakers.	Email updates, platform bookmarks, monthly alerts or policy updates.
*	Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me" or "Help me avoid")	Help me identify where my country stands in terms of economic policy efficiency."	Show me a snapshot of where we excel and where we lag.	Help me dig deeper into the factors behind our low (or high) ranking."	n alyst usability	Help me explain the findings clearly to decision-makers."	Help me stay updated with changes or new releases in the data.
•	Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	Discovering a clear index that ranks countries and provides subcomponents like tax burden, etc.	Simple, color-coded maps and charts that show rankings clearly.	dashboard	Seeing time-series trends or strong correlations (e.g., low tax burden linked with GDP growth).	Easy-to-export visuals, clean chart designs, relevant text summaries.	Notifications about Index updates or regional changes; Integration with real- world policy outcomes.
&	Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	Too meny static PDF reports, outdeted charts, difficult to explore deeper leyers.	Some metrics lack clear definitions or sources; no tooltips or help guides.	Limited drill-down capability or comparison between countries.		Static charts lack interactivity; PDF reports not customizable for country- specific needs	No alerts; must manually check back; data may be updated irregularly.
Freduct Sc	Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	Improve SEO, awareness, and social sharing for the platform. Create short explainers or tutorials.	Add onboarding tooltip guide, glossary pop-ups, and interactive metric definitions.	policy relevance	Enable multi-country comparisons, add time filters, enable socio- economic overlays (e.g., GDP, HDI, etc.)	Allow data exports in editable formats; provide auto-generated summaries for stakeholder presentations.	Add email subscriptions, push notifications, and update logs. Highlight success stories using the index.