Exploring cosmetic product effectiveness and consumer preferences through data visualizations	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?	User sees a brand campaign or skincare trend on social media.  Learns about product comparison tools or dashboards.  Learns about product comparison tools or dashboards.  -User scrolls through beauty trends and finds a link to a Tableau dashboard	-User opens Tableau dashboard to explore product data.	-Uses dashboards for ranking, suitability, price comparison.  -Users compare visualizations like price visualizations like price vs brand and ranking.  -They interact with charts and filter options for deeper analysis.  -Analyze product performance based on skin suitability data.	-Saves or shares the dashboard/story links product choices	-Posts project on LinkedIn.  -Gets feedback or views from public
<ul> <li>Interactions</li> <li>What interactions do they have at each step along the way?</li> <li>People: Who do they see or talk to?</li> <li>Places: Where are they?</li> <li>Things: What digital touchpoints or physical objects do they use?</li> </ul>	People: Influencers, dermatologists, friends.  Places: Instagram, YouTube, e-commerce platforms.  Things: Ads, product reviews, Instagram reels.	-People: Friends helping navigate dashboard.  -Places: SmartInternz platform, Tableau Public.	-People: Team members, mentors, SmartInternz support -Places: Tableau Public site, project workspace site, project workspace	-Places: LinkedIn, friends, instructors  -Places: LinkedIn, Tableau Public, Google Drive	-People: Instructors, -Places: LinkedIn, -Things: Shared LinkedIn connections. resumes. dashboard links
Goals & motivations  At each step, what is a person's primary goal or motivation?  ("Help me" or "Help me avoid")	Which brand is best for my skin type?  Are these ingredients safe?	-Let me compare brands by price or rating.  -I need a product suitable for oily skin	-Find top 5 brands for sensitive skin  -Look for best product by rank.  -Want to track brandingredients work for each skin type.  -Discover which ingredients work for each skin type.	-"I want to submit my project confidently.  -I hope this helps others.	-Help other cosmetic -Build career profile. brands understand trends.
Positive moments  What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	Finds a dashboard with all product info.  Discovers trending brands	-Easy-to-use filter -Visual clarity in pie and options. bar charts.	-Real-time interactive -Clear story flow in visuals. dashboards.	-Feels accomplished -Data insights feel after completion. useful.	-Proud of visual workOthers find it helpfu
Negative moments  What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	Confusing data or technical terms.  Too many product options without clarity.	-Slow loading time or filter errorsLimited skin condition tags.	-Overlapping charts or hard-to-read labels.  -Missing sort option in some views	-Unsure if story is -Confused about export options.	-Limited reach or viewsFeedback delay.
Areas of opportunity  How might we make each step better?  What ideas do we have? What have others suggested?	Use simpler charts and filters for better accessibility.  Add skin-type specific filters.	-Add tooltips to explain ingredients -Optimize visuals for mobile view.	-Use highlight actions for focus.  • Group same skin types together.	Provide export & PDF tips.  -Checklist before final submission	-Turn insights into short videos.  -Share on Instagram or YouTube Shorts.