

Scenario: [Building experience through a product or service]	 Entice <small>What does customer desire? What aspect of the experience?</small>	 Enter <small>What do people experience as they begin the process?</small>	 Engage <small>In the core experience, what happens?</small>	 Exit <small>What do people experience as the process finishes?</small>	 Extend <small>What happens after the experience is over?</small>
 Experience steps <small>What does the person do (action) in the center of the scenario? Typically answer twice to each step?</small>	A professor or mentor suggesting a real-world project idea	I want to build something meaningful	Iterating rapidly, building charts, testing filters	From Student mindset to data storyteller and problem solver	New Opportunities
 Interactions <small>What interactions do they have at each step along the way?</small> • People: Who do they see or talk to? • Places: Where is it they? • Things: What digital experiences or physical objects do they use?	Social media posts portfolio websites	Mindset shift Learning Curve	Hands on creation New skill development	Task completion	FUTURE EXPLORATION
 Goals & motivations <small>At each step, what's a person's primary goal or motivation? (Think "I'm..." or "I want the best...")</small>	UNDERSTAND REAL ESTATE ECONOMICS	INITIAL CURIOSITY	SKILL GROWTH	COMPLETION	CAREER EXPLORATION
 Positive moments <small>What are the moments of joy that are enjoyable, productive, fun, motivating, enlightening, or exciting?</small>	seeing a stunning tableau dashboard online	I'm not just learning Tableau-I'm trying to make something meaningful	IMMERSIVE WORKFLOW	GROWTH RECOGNITION	INSPIRATION FOR OTHERS
 Negative moments <small>What does each a typical person find frustrating, confusing, annoying, costly, or time-consuming?</small>	Everyone's talking about rising prices I don't get it	mindset shift	CREATIVE STRUGGLES	SELF REALIZATION	FRUSTATION
 Areas of opportunity <small>How might we make each step better? What ideas do we have? What have others suggested?</small>	CREATE INTERACTIVE STARTERS	EARLY OWNERSHIP	ANALYTICAL CURIOSITY	SOFTSKILL GROWTH	INSPIRATION