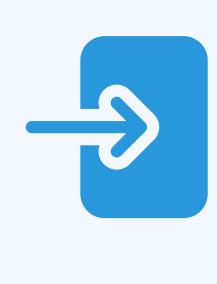
Scenario:

"Customers struggle to find best value iPhone so here is the Solution"



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?

Tableau filters

Shortlist iPhones

models based on

price, rating, and

values.

All KPIs and filters

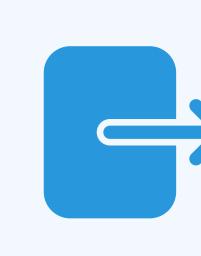
work seamlessly.

Data might feel

incomplete for

some models.

Introduce a "Best



Exit

What do people typically experience as the process finishes?



Extend

What happens after the

experience is over?

Experience steps

Represents the overall journey of the customer through each stage, detailing their actions and feelings as they interact with the dashboard and make decisions.

Searching for the best iPhone deal online.

Google search, social media ads,

and blog pages.

Find the iPhone that

offers the best

value within budget.

Finds helpful blogs

or ads that mention

the dashboard.

Reading blogs, reviews, and watching YouTube videos.

Clicking on product

Get a quick

Excited to learn

there's a tool that

compares iPhones

by value score.

Reviews are often

biased or unclear.

Comparing prices across different ecommerce sites.

Viewing initial

dashboard

promotional content

Avoid being misled

by false marketing.

Motivated to check

offers.

Feels overwhelmed

due to information

Landing on the dashboard homepage for the first time

Dashboard

homepage,

navigation bar,

features the

Simple, clean

homepage.

Unsure how to start

comparing models.

onboarding content

Exploring menu and navigation options

Interactive

dashboard

Quickly learn how

to use filters and

value scores.

Quick dashboard

loading time.

Needs better

explanations of

Score.

metrices like Value

Checking KPIs, Actively using filters charts, and value scores.

KPI cards

See real-time data

updates for

discounts.

Dashboard

visual comparisons.

Confused by close

value scores.

provides clear and

Top iPhones list

Evaluate ratings

and revies quickly.

Top 5 iPhones

ranked by Value

Score simplify

Wants better

insights into

customer reviews.

decision-making.

Comparing top 5 iPhones list

Finalizing the best iPhone model to

Dashboard summary

Confirm their

choice is the best

value for money.

Dashboard makes

desicion making

easy and clear.

May still cross-

check with another

site for final

validation.

Leaving the dashboard with a decision.

Recommendation

section

Optionally proceed

to purchase from e-

commerce

platforms.

dashboard experience.

Feedback forms,

optional newsletter

sign-ups.

Validate their

purchase decision.

Feels satisfied with

decision made

using the

dashboard.

May forget to revisit

dashboard for new

comparisons.

Sharing feedback or recommending to friends.

Look for future

offers or updates.

Appreciates

simplicity and clarity.

Wishes for price

alerts or updates.



Interactions

Shows all touchpoints where the customer interacts with the dashboard or related platforms, such as filters, KPI cards, landing pages, or feedback forms.

Goals & motivations

What the customer aims to achieve at each step of the journey — such as comparing iPhones, finding value for money, or finalizing a purchase.

Positive moments

Highlights the moments where the customer's experience is smooth, efficient, or enjoyable, such as when they find a clear Top 5 list or easy-touse filters.

Negative moments

Describes customer frustrations, confusions, or challenges, such as when the dashboard loads slowly, data feels incomplete, or too many choices are overwhelming.

Confused by too

many websites and

data sources.

Add clear messaging

Add a one-minute tutorial or guide popup.

Optimize the terface for mobile users.

Add customer review snippets.

Provide a quick "compare 2

Improve tooltip explanations for

Price vs rating chart

assumptions.

too many chart

elements.

Enhance real-time data fetching.

Add quick "buy now" affiliate links.

Provide downloadable summary of selected model.

Collect feedback via surveys or email.

Add notifications for price drops or new

deal" updates.

Send periodic "best

Suggest

improvements.

Likely to

recommend to



Areas of opportunity

Identifies improvements or additional features that could enhance the customer experience, like adding recommendations, better performance, or real-time data updates. Product School Created in partnership with Product School

Create targeted digital ads for the dashboard.

Partner with popular tech bloggers.

about how Value Score simplifies comparisons.

Pick" or "Recommended Model" badge.

Feels confident in

Desire for more

personalization.

iPhone releases.

See an example