

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