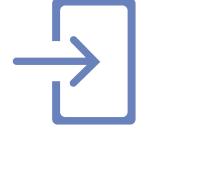
# ToyCraft Tales \_ Tableau's Vision into Toy Manufacturer Data

data, analysising, and producing accurate



How does someone initially become aware of this process?



What do people experience as they begin the process?



In the core moments in the process, what



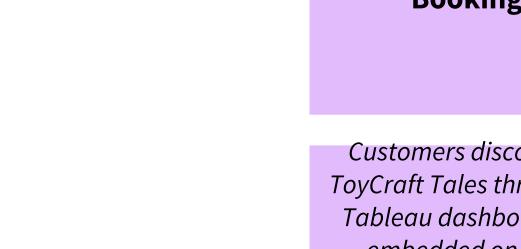
What do people typically experience as the process finishes?

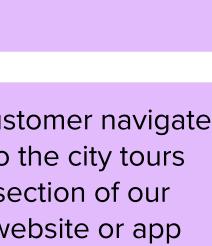


What happens after the experience is over?



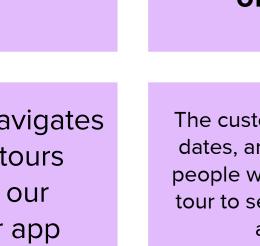
typically experience?

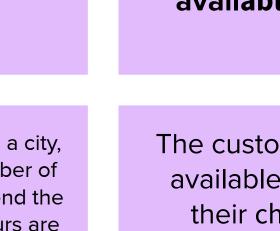


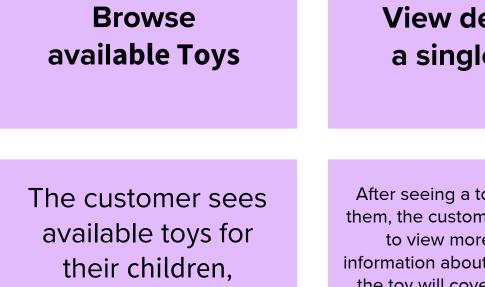


City tours section of the website, iOS app,

or Android app

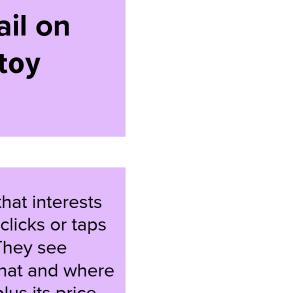


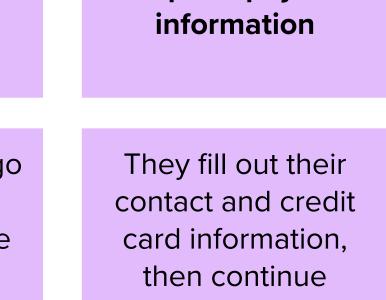


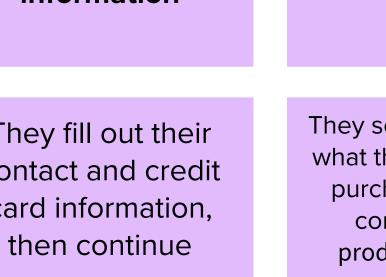


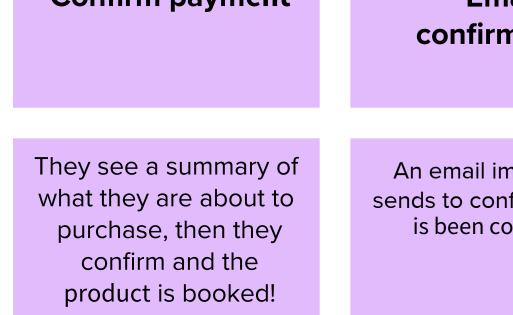


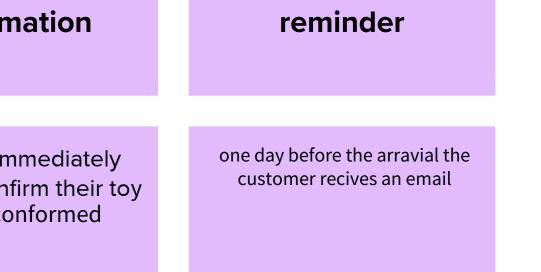
time of day, and user guide.











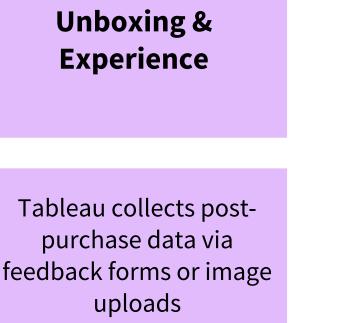
Outlook or website

like Gmail)



Toy locations tend to start in a specific public space (e.g. the steps of a

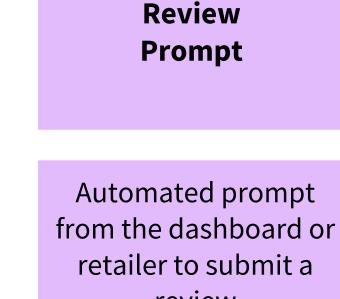
statue in a town square)



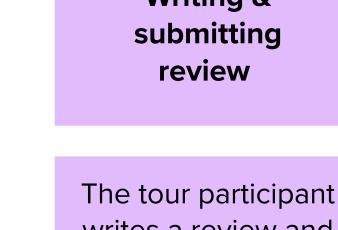
with the factory, guide

Direct interactions

with the group members



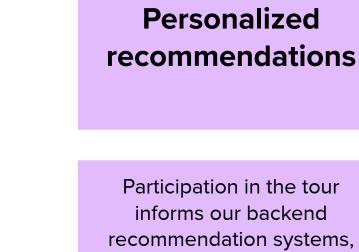
group met the guide, but





window within the profile

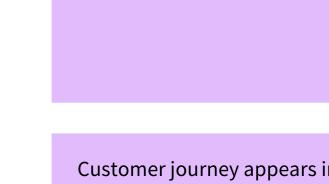
To some degree, this is communicating indirectly with the tour guide, who will see their review



which the customer may

experience via better

personalization



View in Profile

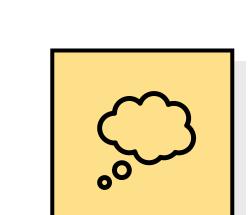


Post-purchase screens website, iOS app, or Android app

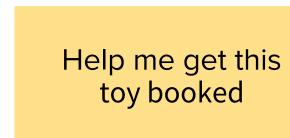


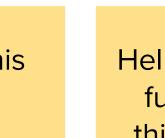
What interactions do they have at each step along the way?

- People: Parents, Educators, Analysts, Toy Craft Data,
- TeamTableau Developers. Places:ToyCraft Tales Data Portal
- Things:Tableau dashboards

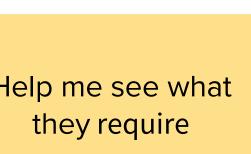


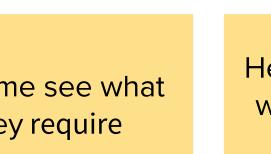
Goals & Motivations:Help me avoid poorly rated or unsuitable toy

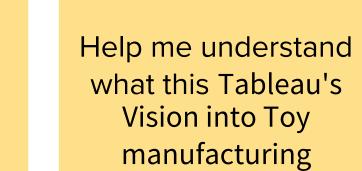




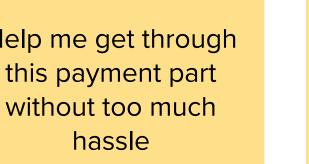


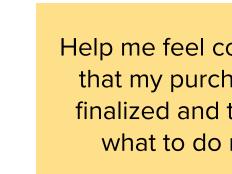


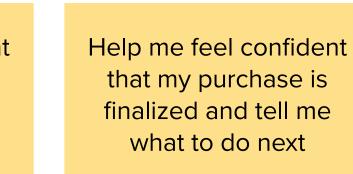


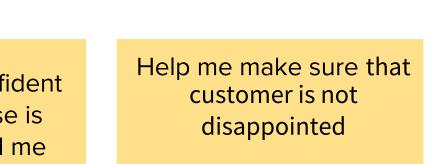


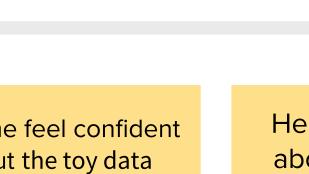


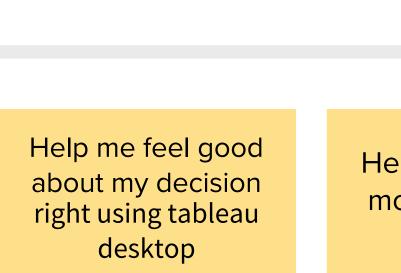


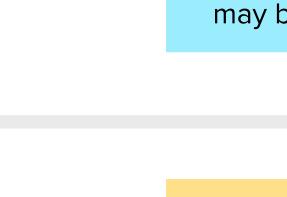




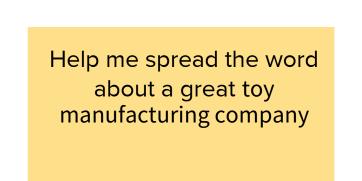


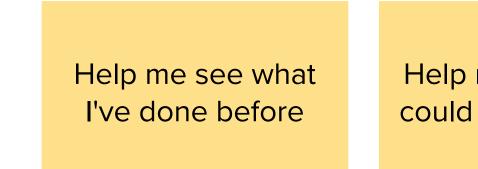






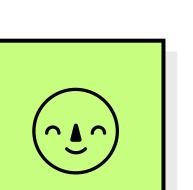






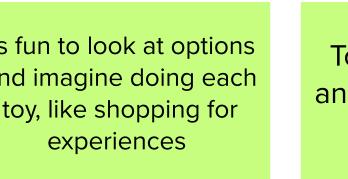
Completed experiences section of the profile on the website, iOS app,

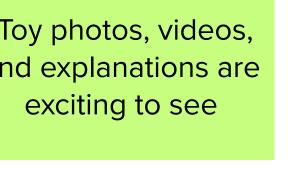


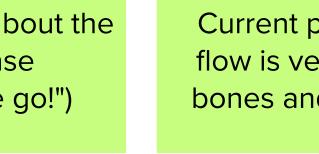


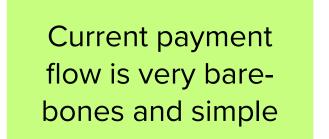
## **Positive moments**

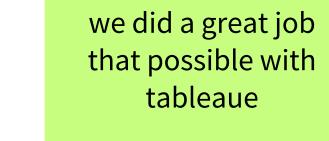
Integrated purchase journey via

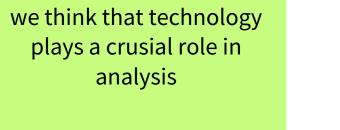


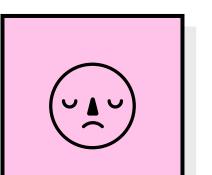












What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?

