












Scenario: [Existing experience through a product or service]	Entice  How does someone become aware of this service?	Enter  What do people experience as they begin the process?	Engage  In the early moments in the process, what happens?	Exit  What do people typically experience as the process begins?	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?	Watches a webinar on using dashboards for urban housing planning Sees an ad for housing visualization tools on a government network forum	Schedules a discovery call with team Shares regional housing data sets	Weekly feedback loops and dashboard drafts Collaborates on Tableau/Power BI dashboard design	Final walkthrough of interactive dashboard Receives data dictionary and user guide	Monthly check-ins to refresh data Access to online support portal
 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?	Consults with urban development peers Visits vendor's website and reviews white paper	Connects with data consultant via Zoom Uploads raw data secure portal	Provides Feedback Via Google Docs Reviews dashboard in shared cloud	Final call with delivery manager Downloads packaged visualization files	Gets invited to share case study at webinar Submits feedback through user forum
 Goals & motivations At each step, what is a person's primary goal or motivation? (Help me... or "Help me avoid...")	Find visualization tools that support zoning & subsidy decisions Ensure data can be sourced from public and census records	Quickly Validate Vendor Fit Perform sensitive housing data	Extract insights on pricing, Demand and location Trends	Ensure stakeholders can explore data independently	Apply dashboards to future real estate reports Build long-term data visualization skills
 Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	Case Studies show real-world policy impacts Online videos explain dashboards use in planning contexts	Clear onboarding steps provided to follow-up email Consultant Shares relevant past housing work	First prototype shows price heat map clearly Filters Work smoothly on Browser and mobile	Easy-to-use filters and drill downs color palette clearly highlights market shifts	Real-time alerts on new features and housing APIs Dashboard used in high-profile housing report
 Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	Lack of clarity on public sector customization Long response time to demo request	Unclear communication about next steps	Delay in getting updated datasets visualized Repetitive questions from Different Team Members	Team unsure how to add new data label	Depends on vendor for data model updates
 Area of opportunity How might we make each step better? What ideas do we have? What have others suggested?	Create government-use case landing page Offer instant access policy demo dashboard	Build a visual onboarding pathway Include a welcome guide and checklist	Concise project status updates Assign fixed reviewers for faster sign-off Use sample mockups to clarify feedback early	Offer quick-start video tutorials Include self-service refresh instructions	provide housing market trend templates Create community space for analysts to share tips