	1. Entice	2. Enter	3. Engage	4. Exit	5. Extend
	How does someone initially become aware of this process?	Looking for product, and assess my options	In the core moments in the process, what happens?	What do people typically experience as the process finishes?	What happens after the experience is over?
Steps: What does the person (or group) typically experience?	Research global inflation trends. / Discover Power BI as a tool for data visualization. / Identify relevant data sources (IMF, World Bank, etc.). / Decide to use Power BI for deeper analysis.	Download or import inflation datasets. / Clean and preprocess the data in Power BI. / Create initial charts and graphs. / Apply filters for country-wise comparisons.	Apply custom filters for inflation trends. / Perform forecasting based on historical data. / Compare inflation rates across countries. / Generate reports and share insights.	Export reports in PDF or Excel format.Sign in really easily / Share insights with policymakers, economists, and analysts. / Present findings in meetings or conferences.	Monitor inflation trends continuously. / Improve dashboards based on new data. / Automate report generation for periodic insights.
Interactions: What interactions do they have at each step along the way?	Search on Google, forums, or Power BI documentation. / Consult economic analysts or data scientists. / Explore online dashboards or case studies.	Use Power BI's **Query Editor** for data cleaning. / Explore **Power BI forums** for guidance. / Discuss data structure with economists.	Use Power BI's **AI-driven analytics** for predictive modeling. / Collaborate with stakeholders via Power BI Service. / Adjust dashboards based on feedback.	Use Power BI's **Export and Share** features. / Gather feedback from end-users.	Set up scheduled **Power BI data refresh**. / Use **machine learning models** for future forecasting.
Goals & Motivations: At each step, what is a person's primary goal or motivation? ("Help me…" or "Help me avoid…")	Understand how inflation affects economies. / Find a reliable tool for visualization and reporting. / Compare inflation data across countries.	Ensure data is accurate and clean. / Develop an interactive dashboard for deeper insights.	Derive meaningful insights for policy decisions. / Ensure reports are easy to interpret.	Communicate insights in a compelling way. / Ensure data-driven decisions are implemented.	Ensure long-term accuracy of inflation predictions. / Keep stakeholders informed with up-to-date reports.
Positive Moments: What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	Excitement about using data-driven insights. / Finding a useful Power BI dashboard template.	Successfully importing and visualizing the first dataset. / Seeing inflation trends come to life in a dashboard.	Successfully forecasting future inflation trends. / Discovering hidden patterns in the data.	Stakeholders find the analysis valuable. / Reports lead to real-world economic policy changes.	Seeing the system evolve with new insights. / Increased confidence in economic decision-making.
Negative Moments: What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	Struggling to find accurate, structured data. / Overwhelmed by the learning curve of Power BI.	Facing errors while cleaning raw data. / Confusion with DAX formulas and Power Query.	Struggling with performance issues on large datasets. / Data visualization not meeting stakeholder expectations.	Reported insights are misinterpreted due to complex charts. / Struggles with exporting and formatting reports properly.	Difficulty in integrating new data sources. / Lack of automation in report updates.
Areas of Opportunity: How might we make each step better? What ideas do we have? What have others suggested?	Provide beginner-friendly tutorials. / Create a central database of inflation data.	Offer pre-built Power BI templates for inflation analysis. / Provide an automated data validation feature.	Optimize Power BI dashboards for large datasets. / Provide best practices for effective data storytelling.	Provide auto-generated summary reports. / Improve Power BI's formatting and export options.	Implement **real-time data feeds** into Power BI. / Use **AI-based forecasting models** for better predictions.