



## 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?

Social Dashboard Share

Peer Mention

Story Feature/Blog

Region based filter

Mood + use case starter

Tableau + MySQL dashboards

Heatmaps, timelines, drill-downs

Emotional-tech story arcs

User-led iteration

Save/share capsule

insight summary

Related dashboard suggestions

Friends, data enthusiasts, mentors

social media, campus, tech forums

shared dashboards, blog links, reels, workshop slides

project guide, onboarding assistant

landing page, tableau public

Region filters, intro visual, MySQL-linked dropdowns

Analysts, peers, instructors

Personal workspace, classroom

Tableau viz, MySQL database, maps, graphs, tooltips

Creators, portfolio curators, group collaborators

Virtual workspace, presentation deck environments

share/export module, cloud project folders, presentation-ready summaries

Reviewers, feedback circle

Dashboard wrap-up screen

Summary panel, suggested dashboards, save/share tools

Peer recommendations

Curiosity through news/features

Social media buzz

Easy interface discovery

Intrigue sparked by data visuals

Region-wise exploration

Trend identification

Emotional-cultural mapping

Interactive filtering

Personal insight generation

Sense of discovery

Prompt to go deeper

Inspired by peers

Drawn in by beauty of insights

Sparked by cultural relevance

Excited curiosity

Sense of discovery

Deep engagement

Emotional connection

Patterns come alive

Empowered interpretation

Flow state creativity

Fulfilling clarity

Spark to explore more

Overwhelmed by options

Skeptical about relevance

Misses the service amidst noise

Unclear entry point

Initial hesitation

Data overload

Confusing navigation

Emotional disconnect

Filters feel limiting

Insight doesn't feel personal

Unfinished feeling

Uncertain next step

Clearer value proposition

Targeted storytelling

Cultural context hooks

Smoother onboarding cues

Gentle guidance prompts

Adaptive filtering logic

Region-emotion Layering

visual personalization

contextual nudges

Integration of local insights

Reflective summary module

Pathway to next inquiry