




<div>Scenario: [Existing experience through a product or service]</div>	<div>  <b>Entice</b>            How does someone become aware of this service?         </div>	<div>  <b>Enter</b>            What do people experience as they begin the process?         </div>	<div>  <b>Engage</b>            In the core moments in the process, what happens?         </div>	<div>  <b>Exit</b>            What do people typically experience as the process finishes?         </div>	<div>  <b>Extend</b>            What happens after the experience is over?         </div>
<div>  <b>Experience steps</b>            What does the person (or people) at the center of this scenario typically experience in each step?         </div>	<div>User learns that electricity consumption data is available for analysis.</div> <div>Interest in understanding real-world data analysis</div>	<div>User opens Tableau dashboard and sees overview charts.</div> <div>Visual overload if too many charts are present.</div>	<div>User views monthly/yearly trend charts and region comparisons.</div> <div>Recognition of seasonal variations.</div> <div>Satisfaction when trends become understandable.</div>	<div>User identifies key findings like peak months.</div> <div>Confidence in explaining data insights.</div>	<div>User uses dashboard results for presentation or documentation.</div> <div>Satisfaction from completing analysis.</div>
<div>  <b>Interactions</b>            What interactions do they have at each step along the way?  <ul style="list-style-type: none"> <li><b>People:</b> Who do they see or talk to?</li> <li><b>Places:</b> Where are they?</li> <li><b>Things:</b> What digital touchpoints or physical objects do they use?</li> </ul> </div>	<div>Thing: College system / Tableau dashboard link</div> <div>Place: Computer lab / personal laptop</div>	<div>Thing: Dashboard interface</div> <div>Place: Tableau software</div>	<div>User views monthly/yearly trend charts and region comparisons.</div> <div>Place: Dashboard view</div> <div>People: Possibly discussing with guide</div>	<div>Thing: Highlighted data points</div> <div>Place: Dashboard summary section</div>	<div>Thing: Export/ Presentation mode</div> <div>Place: Project report / Viva</div>
<div>  <b>Goals &amp; motivations</b>            At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")         </div>	<div>Help me understand electricity usage patterns.</div> <div>Help me identify consumption trends for analysis.</div>	<div>Help me quickly understand overall consumption trends.</div> <div>Help me navigate the dashboard easily.</div>	<div>Help me identify peak and low consumption periods.</div> <div>Help me detect peak and low consumption periods.</div> <div>Help me observe seasonal patterns.</div>	<div>Help me make informed decisions.</div> <div>Help me prepare conclusions for reporting.</div>	<div>Help me confidently explain analysis.</div> <div>Help me support data-driven decisions.</div>
<div>  <b>Positive moments</b>            What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?         </div>	<div>Clear project objective</div> <div>Structured problem statement.</div>	<div>Clean layout</div> <div>Organized charts.</div>	<div>Clear trend lines.</div> <div>Easy comparison through bar charts.</div> <div>Data updates dynamically.</div>	<div>Clear identification of trends</div> <div>Recognizable consumption patterns.</div>	<div>Strong visual support</div> <div>Easy explanation in viva.</div>
<div>  <b>Negative moments</b>            What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?         </div>	<div>Unclear purpose at first</div> <div>Uncertainty about what insights to extract.</div>	<div>Too many visuals at once</div> <div>Small font sizes reduce readability.</div>	<div>Difficulty interpreting complex charts.</div> <div>Data clutter when too many regions are shown.</div>	<div>If insights are not clearly labeled</div> <div>User may misinterpret data.</div>	<div>If explanation is weak</div> <div>No predictive analysis included.</div>
<div>  <b>Areas of opportunity</b>            How might we make each step better? What ideas do we have? What have others suggested?         </div>	<div>Provide short project introduction section</div> <div>Add dataset description section.</div>	<div>Use structured layout and section titles</div> <div>Maintain proper spacing.</div>	<div>Use filters and highlight peak values</div> <div>Use tooltips for better explanation.</div> <div>Limit visual overload.</div>	<div>Add key insights text box</div> <div>Highlight key values using color.</div>	<div>Prepare insight summary slides</div> <div>Suggest energy-saving strategies.</div>