

<p><b>Scenario:</b> [Existing experience through a product or service]</p>	<p><b>Entice</b> How does someone become aware of this service?</p>	<p><b>Enter</b> What do people experience as they begin the process?</p>	<p><b>Engage</b> In the core moments in the process, what happens?</p>	<p><b>Exit</b> What do people typically experience as the process finishes?</p>	<p><b>Extend</b> What happens after the experience is over?</p>
<p><b>Experience steps</b> What does the person (or people) at the center of this scenario typically experience in each step?</p>	<p>User learns that electricity consumption data is available for analysis.</p> <p>Interest in understanding real-world data analysis</p>	<p>User opens Tableau dashboard and sees overview charts.</p> <p>Visual overload if too many charts are present.</p>	<p>User views monthly/yearly trend charts and region comparisons.</p> <p>Recognition of seasonal variations.</p> <p>Satisfaction when trends become understandable.</p>	<p>User identifies key findings like peak months.</p> <p>Confidence in explaining data insights.</p>	<p>User uses dashboard results for presentation or documentation.</p> <p>Satisfaction from completing analysis.</p>
<p><b>Interactions</b> What interactions do they have at each step along the way?</p> <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>	<p>Thing: College system / Tableau dashboard link</p> <p>Place: Computer lab / personal laptop</p>	<p>Thing: Dashboard interface</p> <p>Place: Tableau software</p>	<p>User views monthly/yearly trend charts and region comparisons.</p> <p>Place: Dashboard view</p> <p>People: Possibly discussing with guide</p>	<p>Thing: Highlighted data points</p> <p>Place: Dashboard summary section</p>	<p>Thing: Export/Presentation mode</p> <p>Place: Project report / Viva</p>
<p><b>Goals &amp; motivations</b> At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")</p>	<p>Help me understand electricity usage patterns.</p> <p>Help me identify consumption trends for analysis.</p>	<p>Help me quickly understand overall consumption trends.</p> <p>Help me navigate the dashboard easily.</p>	<p>Help me identify peak and low consumption periods.</p> <p>Help me detect peak and low consumption periods.</p> <p>Help me observe seasonal patterns.</p>	<p>Help me make informed decisions.</p> <p>Help me prepare conclusions for reporting.</p>	<p>Help me confidently explain analysis.</p> <p>Help me support data-driven decisions.</p>
<p><b>Positive moments</b> What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?</p>	<p>Clear project objective</p> <p>Structured problem statement.</p>	<p>Clean layout</p> <p>Organized charts.</p>	<p>Clear trend lines.</p> <p>Easy comparison through bar charts.</p> <p>Data updates dynamically.</p>	<p>Clear identification of trends</p> <p>Recognizable consumption patterns.</p>	<p>Strong visual support</p> <p>Easy explanation in viva.</p>
<p><b>Negative moments</b> What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?</p>	<p>Unclear purpose at first</p> <p>Uncertainty about what insights to extract.</p>	<p>Too many visuals at once</p> <p>Small font sizes reduce readability.</p>	<p>Difficulty interpreting complex charts.</p> <p>Data clutter when too many regions are shown.</p>	<p>If insights are not clearly labeled</p> <p>User may misinterpret data.</p>	<p>If explanation is weak</p> <p>No predictive analysis included.</p>
<p><b>Areas of opportunity</b> How might we make each step better? What ideas do we have? What have others suggested?</p>	<p>Provide short project introduction section</p> <p>Add dataset description section.</p>	<p>Use structured layout and section titles</p> <p>Maintain proper spacing.</p>	<p>Use filters and highlight peak values</p> <p>Use tooltips for better explanation.</p> <p>Limit visual overload.</p>	<p>Add key insights text box</p> <p>Highlight key values using color.</p>	<p>Prepare insight summary slides</p> <p>Suggest energy-saving strategies.</p>