Scenario: [Existing experience through a product or service] **Experience steps** What does the person (or people) at

the center of this scenario typically

What interactions do they have at each

People: Who do they see or talk to?

Things: What digital touchpoints or

physical objects do they use?

experience in each step?

Interactions

step along the way?

Places: Where are they?

Goals & motivations

At each step, what is a person's

Entice aware of this service?

Business challenges

with declining sales or

Industry colleagues,

trade show

representatives,

marketing teams

declining

Exciting case studies

showing 30%+ sales

improvement

from multiple analytics

unclear market trends

How does someone become

Search for "toy industry

Trade shows, online

searches, industry

forums, competitor

emerging market

Clear ROI

demonstrations from

similar manufacturers

Skepticism about

changing" analytics tool

analytics" or "toy market

Discover Toycraft tales through industry publications.

Industry reports, search

engines, social media,

trade publications

Help me avoid making

costly production

decisions without data

Industry recognition and

awards for the platform

Unclear pricing or

complexity

Enter

Eisit ToyCraft Tales

website or attend

Sales representatives,

technical consultants,

Demo platform, sample

datasets, proposal

documents, comparisor

sheets

this platform fits my

specific needs

Seeing their own data types represented in sample dashboards

Generic demos not

tailored to toy industry

product demonstration

What do people experience as

they begin the process? Initial consultation with sales/technical team

Company offices, virtual

meetings, trade show

Help me see how this

works with real toy

Clear explanation of

Pushy sales tactics or

unclear pricing

Connect existing sales,

Engage

In the core moments in the

process, what happens?

inventory, and market

Implementation specialists, data

analysts, internal teams,

training consultants

meaningful insights

from my data

discovering unexpected

market trends

Data integration

challenges or delays

Configure key isualizations for market trends, seasonal patterns, demographics

Company offices, virtual

training sessions,

to use these tools

effectively

visualizations that tell

clear stories

Overwhelming amount

of information without

clear priorities

production facilities

Discover first insights about product performance and market trends

Tableau dashboards, data

connectors, training

materials, mobile apps,

printed reports

Help me make

confident decisions

based on data

Successful team

adoption and

engagement with

dashboards

Team resistance to

dopting new analytical

visualizations

Learn to navigate and

interpret Tableau

Exit

What do people typically

Complete

implementation and

team training

Customer success

managers, internal

analysts, executive

ROI reports, performance

dashboards, success

metrics, case study

documentation

success of this

investment

Measurable

and profitability

Difficulty quantifying

business results

experience as the process finishes?

Board rooms, strategy meetings, production planning sessions

Help me establish

sustainable analytical

processes

Recognition from

leadership for data-

driven insights

Lack of ongoing

guidance

pport or optimization

Establish regular

reporting and analysis

routines

Industry conferences, strategic planning retreats, investor meetings

Help me stay ahead of market trends and

Successful market

expansion based on

analytical insights

Competitive advantage

diminishing as others

adopt similar tools

Establish user

consumer preferences

Implement predictive

modeling for demand

forecasting

Extend

What happens after the

experience is over?

Regular dashboard

updates and new

development

Customer success

teams, industry

consultants, peer

manufacturers, investors

improve my competitive

decision making

Platform becoming

outdated without

regular updates

visualization

Advanced analytics tools, industry benchmarking reports, mobile dashboards, API integrations

Use platform for major

business decisions and

market expansion

Help me become a data-

driven industry leader

Valuable industry

through shared expertise

Over-reliance on

analytics without

maintaining market



primary goal or motivation? ("Help me..." or "Help me avoid...")

Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?

Negative moments

What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?

Streamline data integration with common toy industry

Develop change management resources for team adoption

Implement performance optimization for large datasets

Create sustainability checklists for ongoing success

Create industry leadership

Develop advanced analytics roadmaps t continued growth

Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?

Create targeted content for different toy manufacturer sizes

Showcase peer testimonials and success stories

Create toy industryspecific demo environments

Develop quick-start assessment tools

Create guided analysis workflows for common business questions

Quick identification of

profitable product

opportunities

Technical issues or slow

dashboard performance

measurement frameworks

communities for knowledge sharing

See an example