
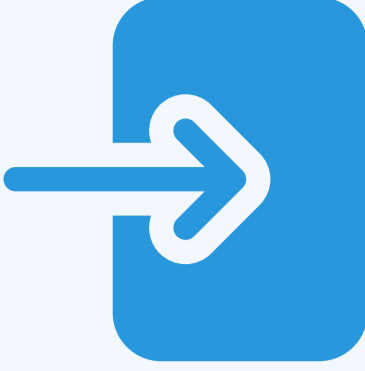

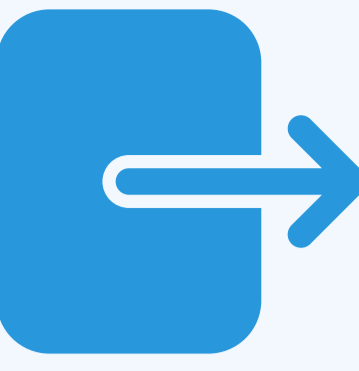









<div>Scenario:</div> <div>Browsing, analyzing, and deciding using a Housing Market Trends Dashboard</div>	<div></div> <div>Entice</div> <div>(How does the user become aware?)</div>	<div></div> <div>Enter</div> <div>(User opens your dashboard)</div>	<div></div> <div>Engage</div> <div>(Core analysis process)</div>	<div></div> <div>Exit</div> <div>(User decides)</div>	<div></div> <div>Extend</div> <div>(After using dashboard)</div>
<div></div> <div>Experience steps</div> <div>What does the person (or people) at the center of this scenario typically experience in each step?</div>	<div>Step: Sees market news / hears about property growth</div> <div>Experience: User hears that property prices are rising in certain cities.</div> <div></div>	<div>Step: Visits housing market dashboard</div> <div>Experience: User sees charts, filters, and data visualizations.</div> <div></div>	<div>Step: Selects city and time range</div> <div>Step: Analyzes price trend graph</div> <div>Views heatmap comparison</div> <div>Checks forecast prediction</div> <div></div>	<div>Makes investment decision</div> <div></div>	<div>Saves report or revisits dashboard</div> <div></div> <div></div>
<div></div> <div>Interactions</div> <div>What interactions do they have at each step along the way?</div> <div><ul style="list-style-type: none">People: Who do they see or talk to?Places: Where are they?Things: What digital touchpoints or physical objects do they use?</div>	<div>News websites</div> <div>YouTube analysts</div> <div>Social media posts</div>	<div>Website or Tableau dashboard</div> <div>Filters (City, Year, Property Type)</div> <div></div>	<div></div> <div></div> <div></div> <div></div> <div></div>	<div>"Help me feel confident in my decision."</div> <div></div>	<div></div> <div></div> <div></div>
<div></div> <div>Goals & motivations</div> <div>At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")</div>	<div>"Help me understand if this is true."</div> <div>"Help me know if I should invest."</div> <div></div>	<div>Help me quickly understand the market</div> <div></div>	<div>Help me compare 5-year trends</div> <div>"Help me see growth clearly."</div> <div>"Help me identify high-growth areas."</div> <div>"Help me predict future price movement."</div> <div></div>	<div>"Help me feel confident in my decision."</div> <div></div>	<div>"Help me track changes over time."</div> <div></div> <div></div>
<div></div> <div>Positive moments</div> <div>What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?</div>	<div>Curiosity and excitement about opportunity</div> <div></div> <div></div>	<div>Clean, professional layout builds trust</div> <div></div>	<div>Interactive filtering feels powerful</div> <div>Clear upward trend builds confidence</div> <div>Color-coded comparison makes decisions easier</div> <div>Feels data-driven and smart</div> <div></div>	<div>Clear data reduces anxiety</div> <div></div>	<div>Feels empowered and informed</div> <div></div> <div></div>
<div></div> <div>Negative moments</div> <div>What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?</div>	<div>Confusion due to conflicting reports</div> <div></div> <div></div>	<div>Information overload</div> <div></div>	<div>Too many filter options can confuse</div> <div>If graph is cluttered → frustration</div> <div>If colors unclear → misinterpretation</div> <div>Doubt about prediction accuracy</div> <div></div>	<div>Still some uncertainty about market risks</div> <div></div>	<div>Must reapply filters every time</div> <div></div> <div></div>
<div></div> <div>Areas of opportunity</div> <div>How might we make each step better? What ideas do we have? What have others suggested?</div>	<div>Provide clear data-backed insights</div> <div>Show verified historical data</div> <div></div>	<div>Add summary insights at top</div> <div>Provide simple KPI cards</div> <div></div>	<div>Use default smart filters</div> <div>Clean line chart</div> <div>Add legend + hover tooltips</div> <div>Show confidence interval</div> <div></div>	<div>Add risk indicators</div> <div></div>	<div>Save user preferences</div> <div>Email monthly trend summary</div> <div></div>