	Scenario: [Existing experience through a product or service]	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? Extend What happens after the experience is over?
	Experience steps What does the person (or people) at the center of this scenario typically experience in each step?	Sees poster on food habits Hears about it in class Finds it on social media	Clicks link to dashboard Opens it on phone/laptop	Filters food Checks categories Checks patterns Clicks on charts results	Closes data dashboard Screenshots Uses data while eating While eating Weekly Revisits dashboard later
	 Interactions What interactions do they have at each step along the way? People: Who do they see or talk to? Places: Where are they? Things: What digital touchpoints or physical objects do they use? 	Talks to classmates Promo Views email/poster	Uses phone/ laptop help	Uses Reads Views Interacts May consult a mentor	Chats with friends Shares screenshot Talks to hostel mates Shares tool online for diet
	Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me" or "Help me avoid")	Want healthy food info Curious Wants to improve meals	See data clearly Find personal food info	Cut junk food Track health Compare habits Plan better meals	Remember insights Try better food picks Progress Build good habits Others
	Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	Finds idea interesting to try Excited to try	Easy to Looks access attractive	Enjoys Finds visuals Finds useful info Learns something new Likes simple layout motivated	Feels Shares proud results Feels Gets Stays consistent
	Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	Unsure about Tableau Doesn't understand goal goal	Slow Confused by layout	Too much data Hard to read charts Suggestions Visuals Find food	No next steps
	Areas of opportunity How might we make each step better? What ideas do we have? What have	Use videos/ posters Add student quotes quotes	Start guide Simplify homepage	Add tips/ suggestions Track personal goals Show food examples Add hover help Charts	Give weekly summary Suggest meal plans Send updates weekly Connect with fitness apps
Product Scho	others suggested? ol Created in partnership with Product School				