





Category	ENTICE	ENTER	ENGAGE	EXIT	EXTEND
 Steps (What do they experience?)	Become aware of the dashboard via wellness events, posters, or peers. Interest builds in understanding diet-health links.	Become aware of the dashboard via wellness events, posters, or peers. Interest builds in understanding diet-health links.	Become aware of the dashboard via wellness events, posters, or peers. Interest builds in understanding diet-health links.	Become aware of the dashboard via wellness events, posters, or peers. Interest builds in understanding diet-health links.	Become aware of the dashboard via wellness events, posters, or peers. Interest builds in understanding diet-health links.
 Interactions (Digital or physical)	Become aware of the dashboard via wellness events, posters, or peers. Interest builds in understanding diet-health links.	Become aware of the dashboard via wellness events, posters, or peers. Interest builds in understanding diet-health links.	Become aware of the dashboard via wellness events, posters, or peers. Interest builds in understanding diet-health links.	Become aware of the dashboard via wellness events, posters, or peers. Interest builds in understanding diet-health links.	Become aware of the dashboard via wellness events, posters, or peers. Interest builds in understanding diet-health links.
 Goals & Motivations	Become aware of the dashboard via wellness events, posters, or peers. Interest builds in understanding diet-health links.	Become aware of the dashboard via wellness events, posters, or peers. Interest builds in understanding diet-health links.	Become aware of the dashboard via wellness events, posters, or peers. Interest builds in understanding diet-health links.	Become aware of the dashboard via wellness events, posters, or peers. Interest builds in understanding diet-health links.	Become aware of the dashboard via wellness events, posters, or peers. Interest builds in understanding diet-health links.
 Positive Moments	Become aware of the dashboard via wellness events, posters, or peers. Interest builds in understanding diet-health links.	Become aware of the dashboard via wellness events, posters, or peers. Interest builds in understanding diet-health links.	Become aware of the dashboard via wellness events, posters, or peers. Interest builds in understanding diet-health links.	Become aware of the dashboard via wellness events, posters, or peers. Interest builds in understanding diet-health links.	Become aware of the dashboard via wellness events, posters, or peers. Interest builds in understanding diet-health links.