

PROJECT: Comprehensive Analysis & Dietary Strategies

TEAM ID: LTVIP2025TMID49371

Scenario: [Existing experience through a product or service]	Entice <small>How does someone become aware of this service?</small>	Enter <small>What do people experience as they begin the process?</small>	Engage <small>In the core moments in the process, what happens?</small>	Exit <small>What do people typically experience as the process finishes?</small>	Extend <small>What happens after the experience is over?</small>
Experience steps <small>What does the person (or people) at the center of this scenario typically experience in each step?</small>	Notices APP via Posters Spots a Social Media Post by the College Union	Scans a QR Code on a Cafeteria	Login Daily or Weekly to check plan Receiving Tips Adjust Goals	Returning to Platform	Gets Discount for Consistent Users Upgrading the Features
Interactions <small>What interactions do they have at each step along the way?</small> • People: Who do they see or talk to? • Places: Where are they? • Things: What digital touchpoints or physical objects do they use?	Watching the fitness Content College App Push Notifications	Sample Web Sign-Up form	Getting Snack Recommendations Exploring App Features APP QUIZZES, Pools or Related Challenges	Revisiting dietician advice	FeedBack Surveys Campus tie-ins
Goals & motivations <small>At each step, what is a person's primary goal or motivation? (Help me... or "Help me avoid...")</small>	Improve Health & Eating Habits Save Time & Money On Meals	Trust that their data is Secure	Understand Eating Habits Sticks to Better Eating Patterns Connect With Peers	Stick to Better Eating Patterns	Stay Consistent Be Recognised for Progress
Positive moments <small>What steps does a typical person find enjoyable, productive, fun, motivating, insightful, or exciting?</small>	Easy To Understand Visuals Showing Benefits Friends Sharing Positive Moments	Sign-up Takes less than 2 minutes	Gets Daily Streak Badge For Consistency Using App Effectively Participates in FUN Campus events	Feels Confident	Wins a healthy cooking contestant on campus Sees their FeedBack
Negative moments <small>What steps does a typical person find frustrating, confusing, engaging, costly, or time-consuming?</small>	Ignores Mess Meal Too Many Apps Already	Too much data at first	Forgets to use app for days Feels Lazy to continue Using the app App crashes, slow loading or bugs	Slides Back to Old diet	Challenges get Boring Rewards feel to Small
Areas of opportunity <small>How might we make each step better? What ideas do we have? What have others suggested?</small>	Offer Trail Pack Peer Engagement	Link to Cafeteria Menus Or Dining Hall	Reminders PartnerShips FeedBack	Offer Mini Challenges	Grow with them listen Actively