Global Food Production And Trend Analysis	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?	Awareness Showcase Informational Campaigns Benefits Sessions	Easy Access  Introductory  Meetings	Active Resource Feedback Regular Updates Impact Evaluation Collaboration Channels	Final Documentation of Insights	Ongoing Relationships  Continuous Copportunities  Continuous Support
<ul> <li>Interactions</li> <li>What interactions do they have at each step along the way?</li> <li>People: Who do they see or talk to?</li> <li>Places: Where are they?</li> <li>Things: What digital touchpoints or physical objects do they use?</li> </ul>	Engaging Content Networking Influencer Opportunities Partnerships	Welcoming Orientation Communication Sessions	User -Friendly Interactive Platforms Workshops Regular Check-Ins Tools Feedback Surveys	Closure Meetings Final Reports	Follow-Up Communication  Networking Events  Resource Sharing
Goals & motivations  At each step, what is a person's primary goal or motivation?  ("Help me" or "Help me avoid")	Awareness of Desire for Interest in Impact Collaboration Innovation	Clear Understanding of Benefits  Alignment with Personal or Organizational Goals	Active Desire for Skill Building Feedback and Continued Relationships Recognition Influence	Reflection on Achievements Opportunities	Long-Term Relationships Ongoing Learning Advocate for Change
Positive moments  What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	Inspiring Networking Presentations Opportunities Initial Interest	Welcoming Access to Onboarding Resources	Initial Engagement Collaborative Collaborative Success Success Success Success Feedback	Celebration of Achievements  Clear Next Steps	Continued Opportunities for Advocacy Success Relationships Growth
Negative moments  What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	Lack of Clarity  Overwhelming Information  Engagement	Complicated Onboarding  Access Issues	Communication Unclear Lack of Ineffective Breakdowns Expectations Recognition Collaboration  Unresolved Issues	Missed  Lack of Closure  Opportunities for  Reflection	Loss of Limited Future Connection Opportunities Unclear Impact
Areas of opportunity  How might we make each step better?  What ideas do we have? What have others suggested?  Created in partnership with Product School	Enhanced Communication Strategies  Targeted Outreach Campaigns Incentives for Participation	Streamlined Onboarding Process Sessions	Improved Collaboration Tools  Clear Role Definitions  Regular Feedback Loops  Regular Feedback Loops  Celebration of Achievements	Structured Exit   Documentation of Outcomes	Ongoing Engagement Opportunities  Future Collaboration Pathways  Continuous Learning Resources  See an example