

<div>Scenario: [Existing experience through a product or service]</div>	<div>! Entice</div> <div>How does someone become aware of this service?</div>	<div>→ Enter</div> <div>What do people experience as they begin the process?</div>	<div>↻ Engage</div> <div>In the core moments in the process, what happens?</div>	<div>→ Exit</div> <div>What do people typically experience as the process finishes?</div>	<div>⌚ Extend</div> <div>What happens after the experience is over?</div>
<div>👥 Experience steps</div> <div>What does the person (or people) at the center of this scenario typically experience in each step?</div>	Project announcement shared	Access project materials	Develop project modules	Submit final project	Receive feedback
<div>🗨 Interactions</div> <div>What interactions do they have at each step along the way?</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? 	Mentor orientation session	LMS, mentors, teammates	Code, mentors, GitHub	Submission portal, mentor	Mentor review comments
<div>🎯 Goals & motivations</div> <div>At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")</div>	Understand project scope	Start project correctly	Complete required tasks	Meet evaluation criteria	Improve future projects
<div>😊 Positive moments</div> <div>What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?</div>	Clear initial guidance	Excitement to begin	Learning new skills	Sense of achievement	Constructive feedback
<div>😞 Negative moments</div> <div>What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?</div>	Too much information	Tool setup issues	Debugging difficulties	Last-minute stress	Delayed response
<div>💡 Areas of opportunity</div> <div>How might we make each step better? What ideas do we have? What have others suggested?</div>	Simplified project overview	Setup walkthrough videos	More hands-on examples	Submission checklist	Faster feedback cycle