

Scenario: [Existing experience through a product or service]	Entice	Enter	Engage	Exit	Extend
 <b>Experience steps</b> What does the person (or people) at the center of this scenario typically experience in each step?	 <b>Entice</b> How does someone become aware of this service?	 <b>Enter</b> What do people experience as they begin the process?	 <b>Engage</b> In the core moments in the process, what happens?	 <b>Exit</b> What do people typically experience as the process finishes?	 <b>Extend</b> What happens after the experience is over?
 <b>Interactions</b> What interactions do they have at each step along the way? <ul style="list-style-type: none"><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>	<b>Project announcement shared</b>	<b>Access project materials</b>	<b>Develop project modules</b>	<b>Submit final project</b>	<b>Receive feedback</b>
 <b>Goals &amp; motivations</b> At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")	<b>Mentor orientation session</b>	<b>LMS, mentors, teammates</b>	<b>Code, mentors, GitHub</b>	<b>Submission portal, mentor</b>	<b>Mentor review comments</b>
 <b>Positive moments</b> What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	<b>Understand project scope</b>	<b>Start project correctly</b>	<b>Complete required tasks</b>	<b>Meet evaluation criteria</b>	<b>Improve future projects</b>
 <b>Negative moments</b> What steps does a typical person find frustrating, confusing, annoying, costly, or time-consuming?	<b>Clear initial guidance</b>	<b>Excitement to begin</b>	<b>Learning new skills</b>	<b>Sense of achievement</b>	<b>Constructive feedback</b>
 <b>Areas of opportunity</b> How might we make each step better? What ideas do we have? What have others suggested?	<b>Too much information</b>	<b>Tool setup issues</b>	<b>Debugging difficulties</b>	<b>Last-minute stress</b>	<b>Delayed response</b>
<small>© Product School. All rights reserved. Product School® is a registered trademark.</small>	<b>Simplified project overview</b>	<b>Setup walkthrough videos</b>	<b>More hands-on examples</b>	<b>Submission checklist</b>	<b>Faster feedback cycle</b>