Scenario: A student's journey using EduTutor AI to prepare for exams	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?	Sees social media ad or YouTube promo Gets referral from a friend or teacher	Visits website or installs the app Signs up and creates a profile	Starts a diagnostic quiz Gets a personalized study plan Uses flashcards, notes, and Al help uses Ai hints Tracks daily learning progress	Completes all practice Views analytics and scores	Shares results with repeat weak topics shares progress or refers friends
 Interactions What interactions do they have at each step along the way? People: Who do they see or talk to? Places: Where are they? Things: What digital touchpoints or physical objects do they use? 	Talks with friends, sees reviews or posts Reads app reviews already uses it	Interacts with welcome screen and onboarding	Solves quizzes, clicks hints and receives Al feedback explanations Uses chatbot for help views flashcards and notes Gets alerts to stay consistent	Downloads report cards Rates or reviews the app	Receives push/email gets new topic refers friends suggestions
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me" or "Help me avoid")	I need a smart way to prepare for exams	I want to try this and see how it works	I want to improve my i need fast revision Quizzes should help me weak areas Practice Study	I hope my preparation is strong now	I want to continue learning and improve i'll revise again more
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	UI looks friendly and modern Concept feels exciting	Smooth signup and navigation	Instant feedback after Earns badges and quizzes Earns badges are fun to quizzes progress stars revise improvements badges	Sees progress and Gets a motivational improved scores message	Happy to recommend to friends Motivated by score improvement graph
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	Doesn't trust Al tool or ignores ad	Gets confused by too many options	Overwhelmed by hard questions Feels unmotivated with too many put buttons Sometimes hints are too vague Feels slow without live support buttons vague internet	Disappointed if scores are low	Forgets to revisit or Gets too many uninstall app later reminders Runs out of new content
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested? Ool Created in partnership with Product School	Use school tie-ups or student influencers	Add welcome video or short tour	Improve quiz hint logic and motivation tips Add streak-based learning rewards Add voice hints for accessibility Use streaks to motivate daily use tracking dashboard	Smart notifications to resume study	Suggest new learning paths or exam targets Offer leaderboard Recomended other exam tools challenges exam tools