

Scenario:	Entice How does someone become aware of this service?	Enter What do people experience as they can 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 experiences is over?
Interactions What interactions do they have at each step along the way? <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 used?	<div>Social media posts about healthy eating habits in college</div> <div>Email campaigns with food awareness tips</div>	<div>Students visits the food dashboards link via QR code or website</div> <div>Signs in or accesses as a guest user</div>	<div>Compare food options and nutrition state</div> <div>Explores meal suggestions based on preferences</div>	<div>Closes the dashboard after reviewing data</div> <div>Downloads recommend meal plan</div>	<div>Follows social media for updates or health tips</div> <div>Gets invited to workshops or food awareness sessions</div>
Goals and motivations At each step,what is a persons primary goal or motivation?	<div>Discover useful resources for healthy eating</div> <div>Intrest in improving health or lifestyle</div>	<div>Understand what the dashboard offers</div> <div>Ease of access to personalized insights</div>	<div>Explore nutrition data</div> <div>Needs to eat healthier on a budget</div>	<div>Complete the exploration</div> <div>Felling informed or satisfied with the experience</div>	<div>Stay connected for future updates</div> <div>Ongoing desire to eat better</div>
Positive moments What steps does a typical person find enjoyable,productive,fun,motivating,or exacting?	<div>Sees a creative and eye catching poster on campus</div>	<div>Smooth and quick access to the dashboard</div>	<div>Interacts easily with filters and visualizations</div>	<div>Feels accomplished after exploring the data</div>	<div>Receives a helpful follow up email</div>
Negative moments What steps does a typical person find frustrating,confusing,angering,costly,or time consuming?	<div>Misses the promotional material or ignores it</div>	<div>Confused by the login or access process</div>	<div>Gets overwhelmed with too many charts or filters</div>	<div>Forgets to save or download insights</div>	<div>Does not receive timely follow up</div>
Areas of opportunity How might we make each step better?what have others suggested?	<div>Create more relatable and engaging</div>	<div>Simplify access process with single click entry or QR login</div>	<div>Offer tailored recommendation (AI based diet suggestions)</div>	<div>Offer a summary screen of insights learned</div>	<div>Add subscription option for healthy meal tips</div>