Scenario: [Existing experience through a product or service]	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?	Project announcement shared	Access project materials	Develop project modules	Submit final project	Receive feedback
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?	Mentor orientation session	LMS, mentors, teammates	Code, mentors, GitHub	Submission portal, mentor	Mentor review comments
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")	Understand project scope	Start project correctly	Complete required tasks	Meet evaluation criteria	Improve future projects
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	Clear initial guidance	Excitement to begin	Learning new skills	Sense of achievement	Constructive feedback
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	Too much information	Tool setup issues	Debugging difficulties	Last-minute stress	Delayed response
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	Simplified project overview	Setup walkthrough videos	More hands-on examples	Submission checklist	Faster feedback cycle