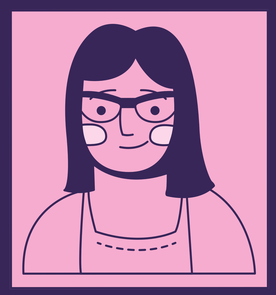

DANA MARINA

Stage	Awareness/Trigger	Discovery/Search	Engagement/Reading	Synthesis/Application	Conclusion/Next Steps
Scenario	Dana is working on a new feature and realizes users might be overwhelmed by the amount of information, leading her to consider Cognitive Load principles.	Dana lands on the Design Psychology website and uses the site's search/navigation to find the specific topic.	Dana reads the article, looking for actionable ways to reduce cognitive load in her design.	Dana uses the key takeaways and examples to update her wireframes or design mockups.	Dana saves the resource for future reference and continues her project workflow.
Actions	1. Identifies a design problem related to usability. 2. Recalls the need for design psychology principles. 3. Opens the website she knows is a good resource.	1. Scans the homepage/categories (Perception, Behaviour, Usability). 2. Uses the search bar for "Cognitive Load." 3. Clicks on the most relevant search result/article.	1. Scans article headings and bullet points immediately. 2. Locates the "Practical Applications" section. 3. Views visual examples/ infographics related to the concept. 4. Reads the Key Takeaways.	1. Copies or internalizes a specific principle (e.g., "Chunking information reduces cognitive load"). 2. Translates the principle into a design decision (e.g., "Group 10 fields into 3 sections"). 3. Updates her design files.	1. Bookmarks the page/article. 2. Shares the article link with a colleague (if relevant). 3. Leaves the website to implement changes.
Thoughts & Feelings	Pain Point: "My users are confused. I need a quick fix based on established science."	"Where is the best article? I don't have time to read a dense academic paper."	Opportunity: "This structure is great. Headings and bullet points make it easy to scan. Where's the practical advice?"	"Perfect, this actionable tip is exactly what I needed. It validates my design choice."	"Good site, fast and reliable. I'll definitely use it again when I hit another design hurdle."
Experience	Frustrated	Anxious, Focused	Engaged, Satisfied	Confident, Productive	Relieved, Positive
Pain Points	High pressure, tight deadline.	Difficulty finding the article (if navigation is shallow or search is poor). Irrelevant search results.	Dense text/jargon (if content is not broken down). Lack of visual examples.	Difficulty connecting abstract theory to a concrete design application.	None (if the task was successful).
Opportunities	Provide clear calls-to-action or featured topics on the homepage.	Robust search functionality with filters and keyword highlighting. Clear, simple navigation categories.	Use prominent "Key Takeaways" summaries. Include clear visual examples (before/after). Offer related articles/links to dive deeper.	Include "How to Apply This" or "Actionable Insights" sections in every article.	Offer a "Print/Save as PDF" option or allow users to save articles to a personal list.