SAM LERNERS

Stage	Awareness/Trigger	Discovery/Search	Engagement/Reading	Synthesis/Application	Conclusion/Next Steps
Scenario	Sam has been assigned an essay on Gestalt Principles for his design module and needs clear, easy-to-understand definitions and examples.	Sam uses the website to locate the specific theory needed for his assignment.	Sam reads the introductory explanation and reviews the core principles, looking for clarity and strong visuals.	Sam uses the site's content to draft his essay points and ensure he has grasped the core concepts.	Sam finishes his research, closes the site, and focuses on completing his assignment.
Actions	1. Receives assignment brief from a tutor. 2. Recognizes he needs to research the topic (e.g., Gestalt). 3. Navigates to the Design Psychology website (or searches for "Gestalt Principles for students").	1. Looks for a main "Principles" or "Topics" category. 2. Scans the category list for Gestalt. 3. Clicks on the main article link.	1. Reads the introductory section fully. 2. Focuses on visual illustrations and diagrams . 3. Skips overly dense text, preferring bulleted lists. 4. Notes down definitions and authors for citation.	1. Compares the site's explanation to his lecture notes. 2. Tries to mentally apply the concept to a well-known app or website. 3. Uses the concise definitions to formulate his assignment answer.	1. Adds the website/article URL to his bibliography or notes. 2. Closes the website and moves to word processing software.
Thoughts & Feelings	Pain Point: "I need to pass this assignment. I hope this isn't too theoretical and hard to understand."	"Where is the content? I need the answer fast, or I'll lose focus."	Opportunity: "The diagrams are really helpful. I get it now! This makes much more sense than the textbook."	"Do I have enough information? Is this explanation credible enough for a citation?"	"Got the main points. Time to write the essay."
Experience	Stressed, Motivated	Impatient, Goal-oriented	Engaged, Learning	Satisfied, Confident	Relieved, Productive
Pain Points	High distraction potential; tendency to lose focus if the task takes too long.	Confusing or deep-level navigation that requires too many clicks.	Overly long paragraphs with no formatting. Lack of clear visual examples illustrating the concepts.	Difficulty connecting the theory to real-world design, or lack of proper academic citations/references.	None (if the task was successful).
Opportunities	Use clear, concise language in titles to match common student searches (e.g., "Gestalt Principles Explained").	Offer a site map or quick topic index prominently on the main page.	Prioritize visual examples and place them immediately next to the theoretical explanation. Use concise bulleted lists for definitions/key ideas.	Include a "Further Reading/ References" section for easy academic citation. Offer a simple, relatable example of the principle in a common UI.	Feature a "Share/Cite" button to quickly copy the article link and title.