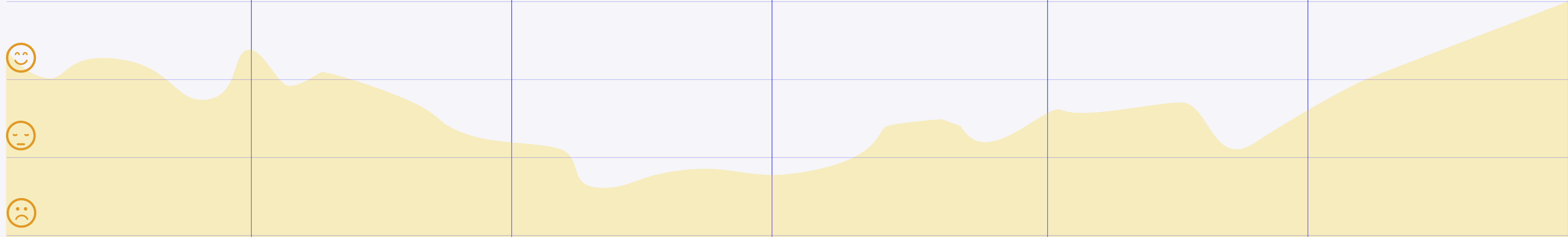


STAGES	1. DISCOVERING PRODUCTS	2. EXPLORING RECIPES	3. LEARNING ABOUT THE BRAND	4. VISITING THE EDUCATIONAL HUB	5. USING THE MEAL PLANNER	6. TAKING ACTION / SHARING
<p><b>DOING</b></p> 	<p>Enters the homepage, browses categories, clicks on product tiles</p>	<p>Scrolls through recipes, checks ingredients, saves a few ideas</p>	<p>Visits "Raised Right" or "About" section, reads company values</p>	<p>Reads about nutrition, health tips, and sustainability impact</p>	<p>Tries the new planner, selects products and recipes to build a week plan</p>	<p>Shares recipes on social media, signs up for newsletter or follows brand</p>
<p><b>THINKING</b></p>	<p>Which product fits my needs? Can I see nutritional info? Is this brand really fresh</p>	<p>Can I find quick healthy recipes? How do I use these tomatoes creatively?</p>	<p>Who grows these products? What makes NatureSweet different?</p>	<p>Why are fresh foods important? What nutrients do these products have?</p>	<p>Can I customize my meals? Can this help me eat healthier?</p>	<p>This brand actually helps me plan better I want to try more products.</p>
<p><b>FEELING</b></p>	<p>Curious, slightly overwhelmed</p>	<p>Inspired, motivated</p>	<p>Empathetic, connected</p>	<p>Engaged, informed</p>	<p>Empowered, satisfied</p>	<p>Happy, loyal</p>
<p><b>OPPORTUNITIES</b></p>	<p>Simplify product navigation with filters and imagery.  Highlight freshness, certifications, and sustainability upfront.</p>	<p>Link each recipe directly to related products.  Add "difficulty" and "prep time" filters.</p>	<p>Make the human stories central through photos and quotes.  Use video storytelling for authenticity.</p>	<p>Create interactive infographics about nutrition.  Add quizzes or "Did you know?" cards for micro-learning.</p>	<p>Add dynamic recommendations (AI-based or rule-based).  Allow export to shopping list or shareable PDF.</p>	<p>Reward engagement with badges, recipe submissions or social challenges.  Strengthen brand community through storytelling.</p>