

Stage	User Action	Thoughts	Feelings	Design Opportunities
Arrival	Lands on the homepage	I hope this isn't another side telling me what I should do.	Curious, cautious	Calm landing page, minimal visual noise
Orientation	Reads the introduction	This feels gentle and not demanding.	Relieved, open	Short paragraphs, clear hierarchy
Exploration	Chooses a relevant topic	I like that I can choose what to engage with.	In control, calm	Optional navigation, no forced flow
Engagement	Reads content sections	This feels manageable and easy to process	Focussed, supported	Chunked content, low stimulation
Exit	Leaves the site when ready	I can come to this later.	Supported, not pressured	Clear stopping points