








Project Design Phase-II



Customer journey map

Date	12 November 2022
Team ID	PNT2022TMID51805
Project Name	News Tracker Application
Maximum Marks	4 Marks

Customer journey:

Customer journey maps are a tool that helps people understand and buy into the benefit and solution of your product/service. The importance of having a strategic customer journey is to provide a superb experience for your customers to retain their business.

	<div></div> <div>AWARENESS</div>	<div></div> <div>CONSIDERATION</div>		<div></div> <div>ONBOARDING</div>	<div></div> <div>EXIT</div>
<div><div>USER ACTIONS</div><div></div></div>	User understands what is present in the site.	Considers to sign in/ sign up into the news tracker page.	Chooses the area of interest while signing up.	Looks the news, which is desired by the user.	After getting the required information/news the user signs out of the page.
<div><div>TOUCHPOINTS</div><div></div></div>	Checks the entire site by scrolling through the site using either by mobile/PC.	Checks the image of associated with the article	Checks the title and initial heading which makes the user to get engaged.	If it pleases, the user enters into that article and find more information.	If the content does not match the user's interest find other content to exit the category and repeat the process
<div><div>PAIN POINTS</div><div></div></div>	Alignment of the Site might affect the user experience	Sometimes the news article might be false	Overwhelmed because of too much information	Agitated because of violence involved in the news	Sometimes the content is too much than needed

<p><u>POSITIVE POINTS</u></p> 	<p>User interface of the site and the minimalistic look gathers more attention</p>	<p>The user gets the information only based upon their area of interest there will be no spamming</p>	<p>The news that the site display might be in a more positive manner</p>	<p>The users gets all the required news in a categorized manner</p>	<p>After exploring through the entire web app they might bring more users to the site.</p>
<p><u>AREAS OF OPPORTUNITY</u></p> 	<p>In brings the attention of all people irrespective of their age and interests</p>	<p>The users spend their time by going through the useful news not the unnecessary news.</p>	<p>The site helps users getting more knowledge in both local and international news</p>	<p>If the community grows, it brings revolution in the minds of users in a positive manner</p>	<p>More news as well as latest news are required to engage the users.</p>