**NEWKER**

Searched information and news

**Based on ten customer interviews and observations from the Fairplane Guided City Tours team**

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# Entice

**SCENARIO**

**Browsing,reading,**

**Watching and gathering the daily information**

How does someone initially become aware of this process?

# Enter

What do people experience as they begin the process?

# Engage

In the core moments in the process, what happens?

# Exit

What do people typically experience

as the process finishes?

# Extend

What happens after the experience is over?

**Steps**

Personalized news **suggestions after new category selected**

**Personalized subscrpition offers**

Personalized **recommendations**

**Subscription appears in the user profile**

**Writing & submitting** review

**Prompt for review**

**Leave the browser/app**

See the

Related

information

Select the

specific needed

news

Search the needed information

Email **reminder**

Email **confirmation**

**Confirm personal information**

**Complete profile creation**

**Start login/sign up**

**View detail on a selected category.**

Browse needed information

**Choose a country,city,**

**language,category**

**Visit website or app**

Searching

needed

information

What does the person (or group) typically experience?

Most users searches the daily news information in other newker application

A user navigates to the news category section of our website or app

The user selects a category,city,language and country to see a needed news information

The user sees the information based on the selected language,country,city and category

After seeing a needed information,the user will see it by video, live news and in text

After deciding to see the news, the user will be redirected to profile creation/login

They fill out their contactand credit /debit card information, then continue

They see a summary of what they are about to purchase, then they confirm and the subscription activated

An email immediately sends to confirm the subscription and details that are provided by user .

The updated and daily news information will notified to the user email

Using their own means of interest, the user selects their place to gather information

User selects their needed information under the category list

The related information will be displayed according to the user selection

The user will leave the app or website after gets the information

After exiting the app , the email will sent for review.

The user writes review and rates the experience.

After complete the previous procedures, the subscription will appears on the user profile

Searching the information in our website using backend and recommend via requirements.

The user recieves subscription related offers through email

According to the users past searches,we recommend the related news.

## Interactions

Post-purchase screens website, iOS app, or Android app

Customer's email (software like Outlook or website like Gmail)

Recommendations span across website, iOS app, or Android app

Completed experiences section of the profile on the website, iOS app, or Android app

“Leave a review” model window within the profile on the website, iOS app, or Android app

Customer's email (software like Outlook or website like Gmail)

Instant results will displayed in site according to the user search

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Trending news will be displayed according to their searched place.

Customer's email (software like Outlook or website like Gmail)

Customer's email (software like Outlook or website like Gmail)

Payment overlay within the website, iOS app,

or Android app

Payment overlay within the website, iOS app,

or Android app

Login section of the website, iOS app, or Android app

News tracker interface section of the website, iOS app, or Android app

News tracker interface section of the website, iOS app, or Android app

Category section of the website, iOS app, or Android app

Category section of the website, iOS app, or Android app

News searching section of the website, iOS app, or Android app

What interactions do they have at each step along the way?

If other users interact the application using same profile,the subscription appears

Some informatiion casted lively through videos

The user will look after for help, the chat bot will clear the queries.

The help assistant appears first to guide the user to navigate the actions.

Depending on the user need and interest the information will displayed

**People:** Who do they see or talk to?

**Places:** Where are they?

**Things:** What digital touchpoints or physical objects would they use?

Most common informations like weather,price etc.. are diplayed in the website

## Goals & motivations

Help me see ways to enhance my search

New information

Help me see what I could be doing next

Help me see what I've done before

Help me spread the word about a news or provide watch-outs and feedback for one that was not so good

Help me leave the website with fulfill of information and no awkwardness

Help me make the most of my search for information to gain knowledge.

Help me feel confident about getting those information are real

Help me make sure I don't forget about my subscription so that I don't waste money or get disappointed

Help me feel confident that my subscription is finalized and tell me what to do next

Help me feel confident that my subscription is finalized and tell me what to do next

Help me get through this payment part without too much hassle

Help me commit to the information

Help me understand what this news is all about

Help me see what are the trending news available

Help me avoid seeing news for the wrong dates, locations, or language

Help me have more

information or

learn new things

Help me get the informaton or news needed

At each step, what is a person’s primary goal or motivation? (“Help me...” or “Help me avoid...”)

## Positive moments

What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?

Sports news,actors information and extra information regarding to user’s favourite will be interesting

Its very useful to see the daily information about the lifestyle,price of products,weather information etc…

### It's reassuring to red reviews written by previous users

We think people like these recommendations because they have an extremely high engagement rate

People like looking back on their past trips

Excitement about the subscription

### ("Here we go!")

Current payment flow is very bare- bones and simple

We've heard from several people that the reminder emails were essential

### People love the application to use , we have a 98% satisfaction rating

People generally leave the website ,feels

satisfied

## Negative moments

What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?

People sometimes forget to select the category list, so they get unrelated news

Several people expressed "information overload" as they browse

Trepidation about the purchase

### ("I hope this will be worth it!")

#### User expressed awkwardness about networ speed

Sometimes user gets updates beyond their favourites

### User report feeling review fatigue

We have very low review rates

User describe the experience of using the application

## Areas of opportunity

How might we make each step better? What ideas do we have? What have others suggested?

If you don't follow this path immediately after your subscription could we send a follow-up?

Could we automatically carry over the city mostly searched for news? (e.g. via a cookie)

### Provide a simpler summary to avoid information overload

Show highlights or common phrases from reviews

How might we make our chat bot to clear your queries (via a distinctive hat or shirt color, for example)?

#### How might we make it clear that subscription is appreciated but not necessary?

#### Could we A/B test different language to see what changes response rates?

How might we progressively disclose the full review so that each step feels more simple?

How might we help people celebrate and remember things they've done in the past?

How might we extend the personal connection to the chat bot?



### How might we totally eliminate this awkward moment?