

Customer Journey

Phases	Phase 1	Phase 2	Phase 3	Phase 4	Phase 5	Phase 6
Activities performed	Installing Software/ Application	Registration and search latest news	Language preference	Suggested contents	Top news for suggested contents	Rating / Sharing
Emotions	Curiosity	Happy as the customer finds numerous options	Feeling better	Excited	Satisfied with the contents	Hope full
Overall Experiences	Good	Good	Good	Excellent	Excellent	Good
Customer Expectations	Easy to use	Easy to register	Easy to choose language	Engaged with contents	Provide more accurate contents	Accurate information