Document an existing experience

Narrow your focus to a specific scenario or process within an existing product or service. In the **Steps** row, document the step-by-step process someone typically experiences, then add detail to each of the other rows.

Team ID   PNT2022TMID27418

Project Name   News Tracking Application

Customer experience journey map

Use this framework to better understand customer needs, motivations, and obstacles by illustrating a key scenario or process from start to finish. When possible, use this map to document and summarize interviews and observations with real people rather than relying on your hunches or assumptions.

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SCENARIO Reading through the customized news contents and articles	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?	
Steps What does the person (or group) typically experience?	Customer clicks and open the news application	Notification pops up	Opens news article	Read news article	Likes and saves the article	Closes the application
Interactions What interactions do they have at each step along the way? **People:** Who do they see or talk to? **Places:** Where are they? **Things:** What digital touchpoints	Looks the article and scroll through all the other articles	Opens interested news articles	Checking whether the article is authentic	Opens only if the notification is catchy	Retention with the app increases	
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me…" or "Help me avoid…")	No ads and no unwanted notifications	Fake news Filtering	Data related to customized content by the users		Increase the time that user spent on the app	
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	Users able to differentiate between fake and real news	The user likes viewing regional or international news	Behavior concerning digital news		User Satisfaction with accurate news contents	
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	Frustrated due to spammed notifications	Overwhelmed due to too much of information	Angry on fake news		Sometimes more content than required	
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	Behavior of young and old people with respect to being updated	Competitor Analysis	User need not read whole content. Crisp news should be provided		More data is required about behavior around notification	