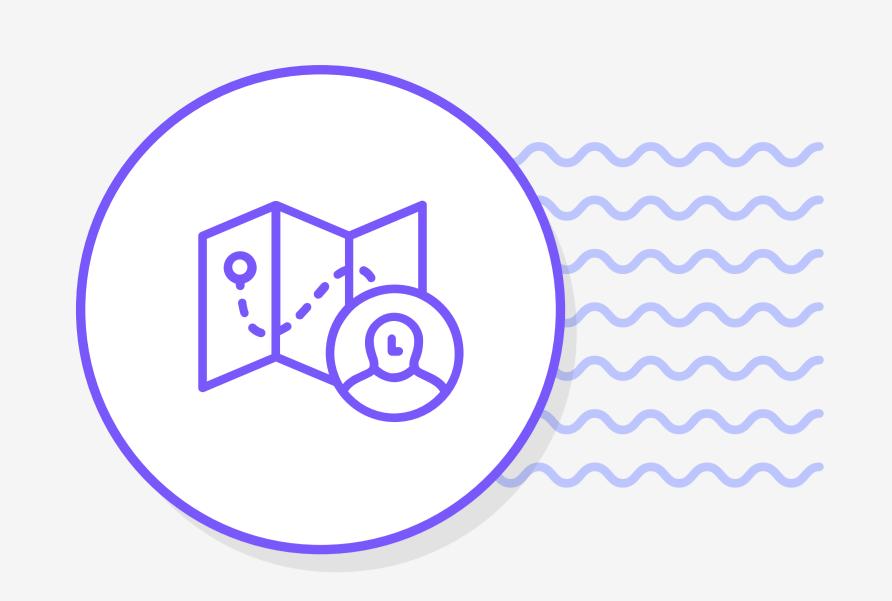
Templat



Customer experience journey map

NEWS TRACKER APPLICATION

TEAM ID: PNT2022TMID29263

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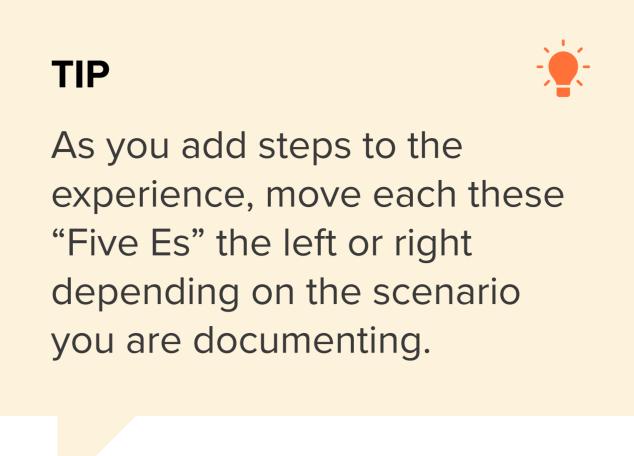
Product School

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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.



Scenario Reading or searching news, checking weather or cricket score, saving news, browsing through news, checking notifications, chat with chatbot	Entice 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 What does the person (or group) typically experience?	Signup/Signin Choose a location Prioritize their interest User sign up using their credentials like email, username, password User selected their location and after we will display news category tile User can select their top interest in news category tiles	News on homepage Search bar and catalogue Language and location Click and read User can read news that shown in the homepage User can select categories in catalogue or they can search the news The news will be in user selected language and local news section for their location User clicks news and can read full article	User can scroll through the news app for new content User can feel that all news are related and new content(no repeated news) User can ask their queries to chat bot and it clears them	Leaving app Review Notification User can leave app by pressing home button or sign out button User can review our app and tell pros and cons by contact info User can tur on notifications if they want to notify for their favorite news	Personalized news Saved news Recommendation User can save his favorite news and can check it out later According to user interest we will recommend more common news
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 or physical objects would they use?	User can signup through the website User can prioritize his interest through website User can read news through the website User can sign in anytime for new content	User check news on homepage through the website User can search news through the website User can select their favorite through the website User can select their favorite through the website User can select their favorite through the website	User can scroll for news through the website User can feel that all news are related User can interact with chat bot User can contact us through chat bot	User can click sign out button to leave User can review us inside the website User will notified and they can click notification	User can personalize news on anytime User can save news to their device User can turn on recommendation which is from some new topics
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me" or "Help me avoid")	Help me to read news about my surrounding Help me to read news according to my interest	Help me to search news that I wanted Help me to search news in my favorite language Help me to read news in my favorite language Help me to read news in my favorite language	Help me to get only relatable topics that I choose Help me to read only relatable queries	Help me to leave out from app Help me to improve your product Help me to remaind	Help me to personalize Help me to save it for later read Recommend me news
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	It is exciting to select my location to read local news It is fun to choose news according to my interest	It is easy to search news using search bar It is good to read news in my favorite language	It excites to scroll for new content It happy to see news that relatable It is really helpful to interact with chat bot	Notification helps us to stay updated	It helps to get personalized news in online mode
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	User may feel confused to provide their personal details Sometimes it take lot of time to choose topic	In rare case the news may incorrect	It may addictive while scrolling Chat bot may not ready for every answer	Re-entering will require sign in	Some user may feel recommendations are annoying
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	If you don't choose location it will sync while you turn on location It will automatically prioritize according to your read	It will always have some news to show you	It will always show related news It always available for you	It help us improve your experience Notified you for your favorite topics only	Saved news will not be deleted by us You will recommend by us for new topics