Customer Journey Map for News Tracker Application

Visit and Sign Up

How does someone initially become aware of this process?



Login

What do people experience as they begin the process?

Login to the



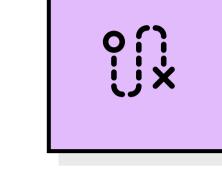
Engage

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?

Visit News Application

Unregistered Users

visit the application

and explore the

pages

Browse News Articles

Users can browse

through the various

news articles listed

Headlines & **Details**

Users can read

the headlines and

detailed news

View

Sign up

Users can sign

up for the

application

application

User visits the User login into the application

Set their News preference

User can set their news articles as news category per their choice preferences

users can read the

Read the

News Articles

User can browse for the various topics

Browse

Topics

Users can read the comments

Read

Comments

App Users can close the

application after

they are done

reading

Close the

Logout of the App

Users can logout of 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 or physical objects would they use?

User interacts with the front end of the application

User interacts with the news listings to read the news articles

User interacts sign up module to sign up with the application

User interacts with the news dashboard.

User interacts with the navigation pane to switch to different topics.

visit the

Dashboard

dashboard

User interacts with the dashboard settings to update their preferences

User interacts with the feed page of the news app to read the news articles

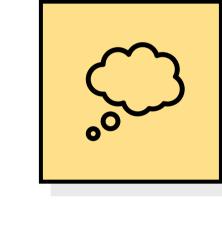
the search tab to browse for the topics of their interest

User interacts with

User interacts with the comments section to post their coomments

User simply hit the back button to close the application

Users interact with the log out button to log out of the application



Goals & motivations

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

Help me be informed about happenings.

Help me get crisp & clear information.

Help avoid time consuming articles.

Help registered users get content based on preferences.

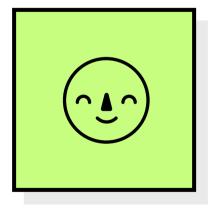
Help even unregistered users to view trending news.

Help users focus on their preferences.

Help avoid unregistered users avoid posting comments

Help users to close the application and end their journey in the app.

Help users to log out of the application after they are done engaging with the application



Positive moments

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

Providing preferences at the time of registration. (Personalization)

Engagement of user with the help of comments and likes.

Active engagement because of filtered news on preferences.

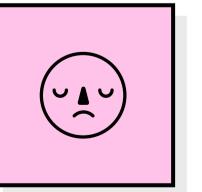
Allow users to share their opinions. through comments

feedback in the form of comments.

Complement others views on articles using likes.

Hit the home button to quickly exit the application

log out of the application to end the interaction session with the app



Negative moments

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

Fear of missing out important news.

Unfiltered sensitive news can bring anxiety.

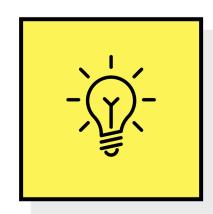
Unregistered users may find it frustrating to search for topics of interest each time.

Users can miss out important news if it is not a part of their preference.

Differences of opinions on comments section

Conflicts on opinions on comments section

Session time outs can make users frustrated. Unregistered users may not get the chance to provide feedback.



Areas of opportunity

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

Allow user to search for topics of interest,

Provide registered users with content based on his/her preference.

Provide login option through Gmail, to allow easy login.

Provide a drop down box which helps users select preferences.

Provide users with clearly aggregated categories of news.

Allow users to share articles to their social media

Get feedback from users (Star rating) on log out.

Pleasant messages on the log out screen.