Customer Journey Map

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In our News Tracker application,
The customer has to create an account and login with the credentials. If the customer logs in for the first time then he has to fix his preferences for the news.

If he logs in for further times he would get his page with all the news filtered according to his preferences. These preferences are actually taken as input when the customer logs in for the first time.

The entire news list is skimmed and the most relevant information and matching to the preferences news are shown up to the user. The user can also save and share the news to others.

Saving of the news: The user can save or bookmark the news and it will be available as bookmarked under his profile and can be viewed later if it is not available in his feed due to the arrival of new news matching his preferences.

The customer can actually share the news to others as well. Similarly, if he feels the news that he has saved is no longer needed and he wants to remove it from the bookmarked list then he can just remove the bookmark from it. The news is no longer available in the bookmark or saved list.

If the customer feels that he has changed his point of interest in news and wants to change and apply filters to the news accordingly. He can visit his profile page. There would be an option in the profile page to preferences. The preferences keep track of the preferences section of the user or customer. Now the customer is given the rights to modify his or her own profile and preferences.

For the subsequent news filtering and tracking the new preferences of the user is taken into consideration.

The user is also given the option to logout from the application if required and has to login to the application when he comes back to the application.

The diagram of showing the customer journey map