SCENARIO

Browsing, booking, attending, and rating a local city tour

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?

- To know about economy
- To gain knowledge
- To know about the world around them
- Both True and Fake News
- Facing the Situation
- Between True and Fake
- Knowledge
- New Knowings
- New Information
- Advancement Technologies
- Best Results
- Updates
- Gained Knowledge
- Satisfied Knowledge
- Newer Investments
- Desired Content
- Updated News
- Newer Techniques
- Adapt to Environment
- Believing the Information completely

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?

- Connect news article from all around world
- Deliver the information as fast as possible
- Big interactive database that tells news story
- Once a user opted-in to push notifications, they can receive updates for breaking news and essential stories immediately
- Interact in visualize way
- Push notification can also be personalized to ensure that users are only altered to stories relevent to their interest
- Need to determine how you can monetize your app and the essential features needed to make it successful
- news APIs can connect between online news and applications.
- Show estimated Reading time
- Operating as a 24-hour news service directly to a user's device
- Each news article's estimated reading time can be displayed as part of a thumbnail and once user has clicked on the article
- Manage content into categories that users can follow, browse and opt-1

Goals & motivations

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

- Allow users to create and manage a profile
- The most useful news app for any target audience will depend on their specific needs and subjects of interest
- Users should able to engage with news content by liking, commenting, sharing and saving an article for later
- Have social integration so that users can share content across their social media channels with ease
- Increase the possibility of going viral and allow users to return to content they find interesting
- Content more interactive
- Enable users to find interesting content related to their likes, saved articles and favorite categories
- A successful news feedback
- Manage content into categories that users can follow, browse and opt-in for notifications for a single topic
- Allowing users to find categories, hashtags and individual articles relevant to their interests

Positive moments

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

- Interesting facts
- Satisfies Customers needs
- Better information
- Positive in the stories
- Immediate knowledge of breaking news
- Top trending news
- Sports on a enjoying from a place
- information in a visualize way
- Observe and witness true events
- Gaining worlds knowledge
- Audio and Video element
- Economic crisis
- Daily lives
- Reporting and analytics
- Reel news with real time update

Negative moments

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

- Information True or Fake
- Influence on false news
- Inappropriate about children
- Favorable to parties for some reasons
- Negativity
- Political control
- Fake news
- affecting the Children Knowledge
- Normalizing Violence
- Financial frauds
- Beat around the bush
- Debate
- Fighting between the parties

Areas of opportunity

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

- Focus on highly shareable, relevant and valuable content
- Making a comeback as part of the broader industry pivot to reader revenue
- Tie-ups with book and magazine publishers, wherein the platform acts as a distributor for these publishers, who in turn share with
- Delivering customized news stories to different users, based on several factors and criteria
- Deep understanding of consumer behavior when it comes to news and current affairs
- Create coverage reports automatically for clients
- Don't waste time collecting, normalizing and deduplicating data from thousands of sites
- User should able to engage with news content by Liking, commenting, sharing and saving an article for later
- Encourage users to share content across their social media channel
- provide coverage reports for the clients