PROJECT DESIGN PHASE II: CUSTOMER EMPATHY MAP TEAM ID: PNT2022TMID13118 PROJECT: NEWS TRACKER APPLICATION **SCENARIO** Browsing, booking, **Entice Enter Engage** Exit **Extend** attending, and rating a local city tour How does someone What do people What do people What happens after the In the core moments initially become aware typically experience experience is over? experience as they in the process, what of this process? begin the process? as the process finishes? happens? Steps Updated News Newer To know about To gain knowledge Gained Know ledge Between True and Satisfied Advancement Technologies Facing the Situation Techniques Know ledge economy What does the person (or group) Fake typically experience? Believing the Information completely Both True and Fake To know about the Newer Desired Adapt to Environment Know ledge Best Results Investments world around them Interactions What interactions do they have at connect between online news and database that tells Show estimated Reading time Manage content into each step along the way? categories that users can follow, browse and opt-1 Deliver the Connect news article possible **People:** Who do they see or talk to? Operating as a 24-Interact in visualiza Places: Where are they? hour news service directly to a user's Things: What digital touchpoints or physical objects would they use? Goals & motivations At each step, what is a person's primary goal or motivation? and manage a profile ("Help me..." or "Help me avoid...") A successful news Allowing users to find categories, hashtags and individual articles elevant to their interests Content more app for any target audience will depend on inter active Positive moments Sports on a enjoyin What steps does a typical person Interesting facts from a place Daily lives w or lds find enjoyable, productive, fun, know ledge motivating, delightful, or exciting? Observe and witnes information in a Immediate knowledge of breaking news Reporting and Top trending news visualize way true events Audio and Video analytics time update **Negative moments** What steps does a typical person Information True or Influence on false Favorable to parties Normalizing Political control Fake find frustrating, confusing, angering, for some reasons Violence costly, or time-consuming? Negativity Financial frauds Inappropriate about Fight in g between affecting the childr en the parties Areas of opportunity share content across their social media How might we make each step Delivering customized Deep understanding of consumer behavior Focus on highly share able, relevan better? What ideas do we have? when it comes to news books, collects the revenue from users, based on several factors and criteria for clients channel What have others suggested?