

Project Design Phase 2 – Customer Journey

Project Domain	Cloud Application Development
Project Title	News Tracker Application
Team ID	PNT2022TMID02285
Date	08th Oct 2022

Customer Journey:

Use this framework to better understand customer needs, motivations, and obstacles by illustrating a key scenario or process from start to finish. When possible, use this map to document and summarize interviews and observations with real people rather than relying on your hunches or assumptions.

Steps	Open Application	Check Notification	Open & Read Article
Interactions	Checking whether the article is authentic	Likes the news if the user is interested in the news	filters the news categories, language according to the user's Interest
Goals	No unwanted notifications will be displayed	Increases the time the user spends on the application	Providing numerous options to the customers such that they get satisfied
Positive moments	User likes consuming regional/international news	User feels satisfied with accurate news content	The inclusion of an external link with the news increases user interest
Negative Moments	Frustrated with ads	Automatic playing of videos	Sometimes the content feels like it has been already read in some other news