# *Project Design Phase 2 – Customer Journey*

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| **Project Domain** | Cloud Application Development |
| **Project Title** | News Tracker Application |
| **Team ID** | PNT2022TMID0228 |
| **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 |