SCENARIO

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

Entice

How does someone initially become aware of this process?



Engage

In the core moments in the process, what happens?

Best Reults



Extend What happens after the experience is over?

Updated News

Each news article's estimate reading time can be display as part of a thumbnail and

(L

Steps

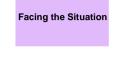
What does the person (or group) typically experience?



To know about the

world around them

Both True and Fake



databse that tells

What do people

experience as they

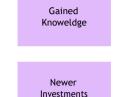
begin the process?

Between True and Fake



Advancement Technologies

Updates



What do people

typically experience

as the process finishes?

Satisfied Knowledge

Desired Content



Believing the Information completely

categories that users can follow, browse and opt-in for notifications for a

Newer Techniques



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?



ormation as fast as



online news and applications.

news APIs can

Reading time

Show estimated

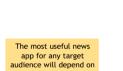
Operating as a 24directly to a user's device

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? ("Helpme..." or "Helpme avoid...")



subjects of interest

and manage a profile

Allow users to create

Content more

of going viral and allow users to return to content they find interesting

A successful news feedback

Gaining worls knowledge

Allowing users to find



Positive moments What steps does a typical person

find enjoyable, productive, fun, motivating, delightful, or exciting?



Inappropriate about

Interesting facts

Top trending news

Favourable to parties

Positive in the stories

information in a

bserve and witness true events

from a place

Audio and Video Economic crisis

analytics

Reel news with real time update

Daily lives



Negative moments What steps does a typical person

find frustrating, confusing, angering, costly, or time-consuming?



Infulence on false news

Negativity

of breaking news

Political control

affecting the

Fake news

Financial frauds

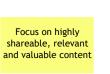
Beat around the

the parties

Debate

Areas of opportunity How might we make each step

better? What ideas do we have? What have others suggested?



Create coverage reports automatically for clients

Normalizing Violence

share content across their social media channel

provide coverage reports fot the clients