

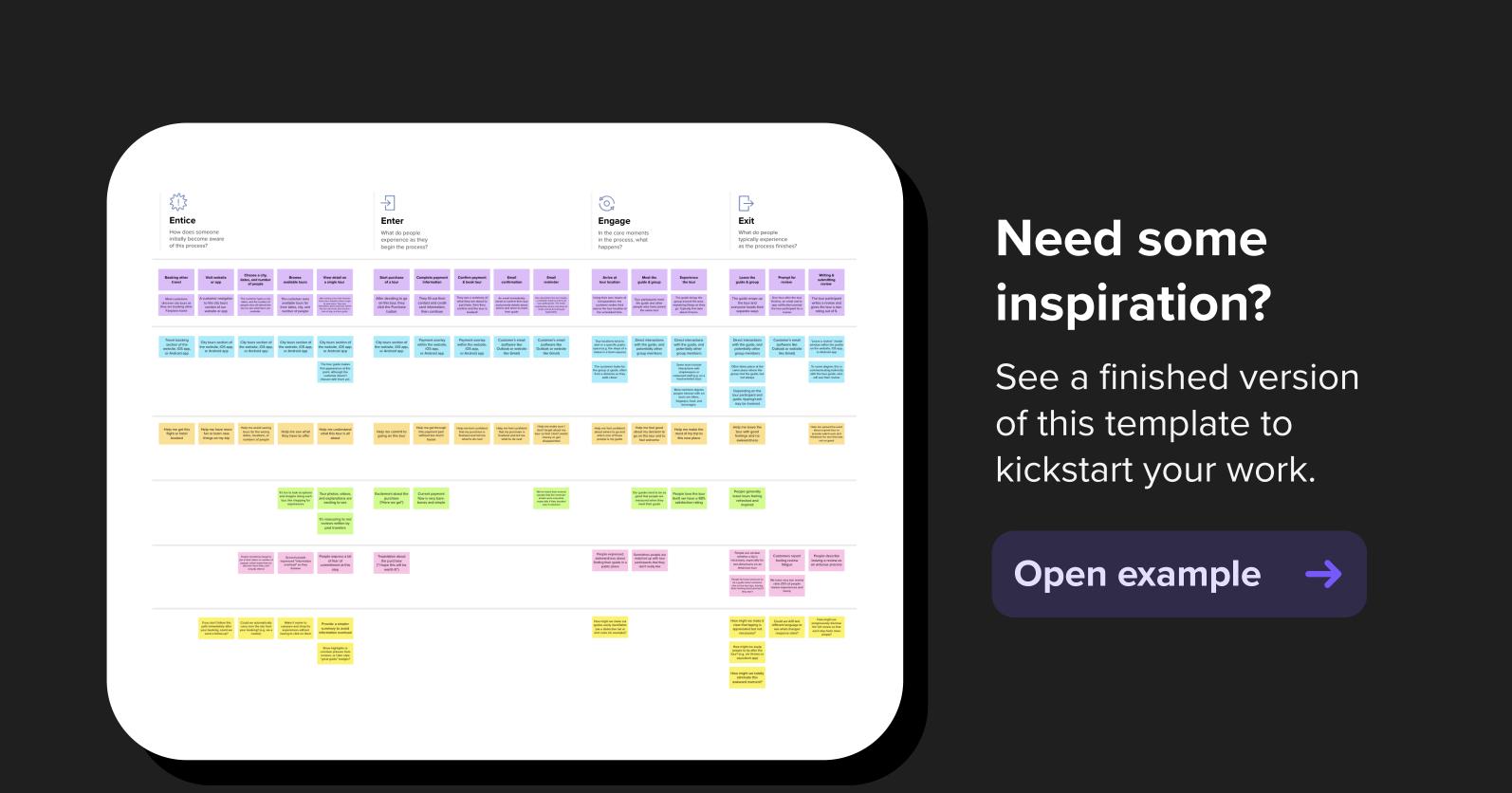
Customer experience journey map

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.

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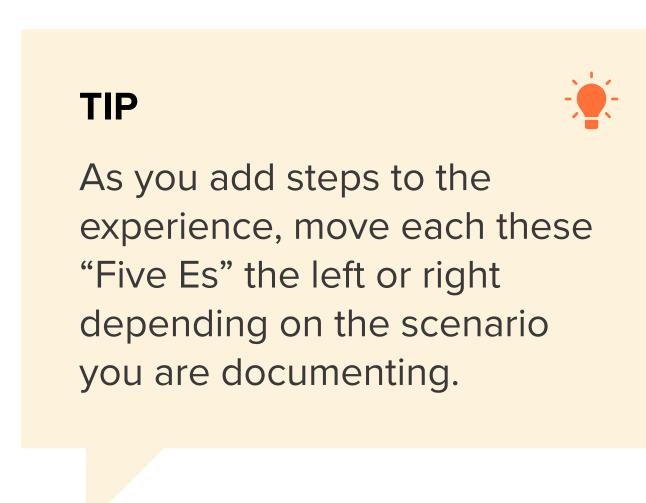
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PROJECT DESIGN PHASE II CUSTOMER JOURNEY MAP PNT2022TMID45642-NEWS TRACKER APPLICATION

Document an existing experience

Narrow your focus to a specific scenario or process within an existing product or service. In the **Steps** row, document the step-by-step process someone typically experiences, then add detail to each of the other rows.



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?	This report investigates how members of the public make decisions about what news to engage with as they navigate a high-choice media environment across multiple devices and platforms. We find that members of the public can very effectively articulate the role that news plays in their lives, and that relevance is the key concept for explaining the decisions they make in a high-choice media environment	Relevance is the paramount driver of news consumption People find those stories most relevant that affect their personal lives, as they impinge on members of their family	People frequently click on stories that are amusing, trivial, or weird, with no obvious civic focus.	On the whole people want to stay informed about what goes on around them, at the local, national, and international levels.	News is a cross- media phenomenon characterised by high redundancy. Living in a news-saturated culture, people often feel sufficiently informed about major ongoing news stories	
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?	As news is increasingly accessed on smartphones and tablets, the need for personalising news app interactions is apparent. We report a series of three studies addressing key issues in the development of adaptive news app interfaces.	We then implemented and deployed an Android news app that logs users' interactions with the app. We first surveyed users' news reading preferences and behaviours; analysis revealed three primary types of reader	We used the logs to train a classifier and showed that it is able to reliably recognise a user according to their reader type.	Finally we evaluated alternative, adaptive user interfaces for each reader type.		The evaluation demonstrates the differential benefit of the adaptation for different users of the news app and the feasibility of adaptive interfaces for news apps.
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me" or "Help me avoid")	my goal this is best tracking application	motivation is best news tracking app developing	In future the number one news tracking app			
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	easy to see news	five language news is upload	customer satisfaction		customer easy to read the articles	
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	the main negative is update issuse	some news delete automatically			notificaton error	
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	We all browse the internet or scroll through social media on a daily basis, right	In simple terms, media tracking can be described as the activity of actively observing and keeping track of what's happening in the news	When we closely keep an eye on the output of any type of media, we call it media monitoring			We can do this for a variety of reasons. In most cases, the reason why we want to stay aware of media activities