

Searched information and news

Based on ten customer interviews and observations from the Fairplane Guided City Tours team

Claudia Larmon	Menaka Mahajan	Jerome Phillips
Alejandro Flores	Emma Sato	

SCENARIO

Browsing,reading, Watching and gathering the daily information

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?

Searching needed information	Visit website or app	Choose a country,city, language,category	Browse needed information	View detail on a selected category.
Most users searches the daily news information in other newer application	A user navigates to the news category section of our website or app	The user selects a category,city,language and country to see a needed news information	The user sees the information based on the selected language,country and category	After seeing a needed information,the user will see it by video, live news and in text

Start login/sign up	Complete profile creation	Confirm personal information	Email confirmation	Email reminder
After deciding to see the news, the user will be redirected to profile creation/login	They fill out their contactand credit /debitcard information, then continue	They see a summary of what they are about to purchase, then they confirm and the subscription activated	An email immediately sends to confirm the subscription and details that are provided by user .	The updated and daily news information will notified to the user email

Search the needed information	Select the specific needed news	See the Related information
Using their own means of interest, the user selects their place to gather information	User selects their needed information under the category list	The related information will be displayed according to the user selection

Leave the browser/app	Prompt for review	Writing & submitting review
The user will leave the app or website after gets the information	After exiting the app , the email will sent for review.	The user writes review and rates the experience.

Subscription appears inthe user profile	Personalized recommendations	Personalized subscription offers	Personalized news suggestionsafter new category selected
After complete the previous procedures, the subscription will appears on the user profile	Searching the information in our website using backend and recommend via requirements.	The user recieves subscription related offers through email	According to the users past searches,we recommend the related news.

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?

News searching section of the website, iOS app, or Android app	Category section of the website, iOS app, or Android app	Category section of the website, iOS app, or Android app	News tracker interface section of the website, iOS app, or Android app	News tracker interface section of the website, iOS app, or Android app
				The help assistant appears first to guide the user to navigate the website

Login section of the website, iOS app,or Android app	Payment overlay within the website, iOS app, or Android app	Payment overlay within the website, iOS app, or Android app	Customer's email (software like Outlook or website like Gmail)	Customer's email (software like Outlook or website like Gmail)
--	---	---	--	--

Trending news will be displayed according to their searched place.	Instant results will displayed in site according to the user search	Instant results will displayed in site according to the user search
The user will look after for help, the chat bot will clear the queries.		Some informattion casted lively through videos
		Most common informations like weather,price etc.. are displayed in the website

Instant results will displayed in site according to the user search	Customer's email (software like Outlook or website like Gmail)	"Leave a review" model window within the profile on the website, iOS app, or Android app
Depending on the user need and interest the information will displayed		

Completed experiences section of the profile onthe	Recommendations span across website, iOS app, or Android app	Customer's email (software like Outlook or website like Gmail)	Post-purchase screens website, iOS app, or Android app
If other users interact the application using same profile,the			

Goals & motivations

At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")

Help me get the informaton or news needed	Help me have more information or learn new things	Help me avoid seeing news for the wrong dates, locations, or	Help me see what are the trending news available	Help me understand what this news is all about
---	---	--	--	--

Help me commit to the information	Help me get through this payment part without too much headache	Help me feel confidentthat my subscription is finalized and tell	Help me feel confidentthat my subscription is finalized and tell	Help me make sure I don't forget about my subscription so that I don't miss out on it
-----------------------------------	---	--	--	---

Help me feel confidentabout getting those information are		Help me make the most of my search for information to gain knowledge.	Help me leave the website with fulfill of information and no awkwardness	Help me spread the wordabout a news or provide watch-outs and
---	--	---	--	---

Help me see what I'vedone before	Help me see what I could be doing next		Help me see ways to enhance my search New information
----------------------------------	--	--	---

Positive moments

What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?

Its very useful to see the daily information about the lifestyle,price of products,weather	Sports news,actors information and extra information regarding to user's favourite will be
	It's reassuring to red reviews written by previous users

Excitement about the subscription	Current payment flow is very bare-bones and simple	We've heard from several people that the reminder emails were essential
("Here we go!")		

	People love the application to use , we have a 98% satisfaction rating	People generally leave the website ,feels satisfied
--	--	---

People like looking back on their past trips	We think people like these recommendations because they have an extremely high engagement rate
--	--

Negative moments

What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?

People sometimes forget to select the category list, so they get unrelated news

Several people expressed "information overload" as they browse

Trepidation about the purchase ("I hope this will be worth it!")

User expressed awkwardness about network speed

Sometimes user gets updates beyond their favourites

We have very low review rates

User report feeling review fatigue

User describe the experience of using the application

Areas of opportunity

How might we make each step better? What ideas do we have?
What have others suggested?

If you don't follow this path immediately after your subscription could we send a follow-up?

Could we automatically carry over the city mostly searched for news? (e.g. via acookie)

Provide a simpler summary to avoid information overload

Show highlights or common phrases from reviews

How might we make our chat bot to clear your queries(via a distinctive hat or shirt color, for example)?

How might we make it clear that subscription is appreciated but not necessary?

Could we A/B test different language to see what changes response rates?

How might we progressively disclose the full review so that each step feels more simple?

How might we help people celebrate and remember things they've done in the past?

How might we extend the personal connection to the chat bot?

