SCENARIO

USING NEWS TRACKER APP INSTEAD OF NEWSPAPER.

Steps

What does the person (or group) typically experience?

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?

Goals & motivations

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

Positive moments

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

Negative moments

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

Areas of opportunity

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

Explore

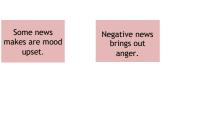
How does someone initially become aware of this process?

Browse on Iternet for	Finds interesting headlines	Reads the news and likes the	Signs up for more news
news		content	
Repeatedly nowing up on arch browser.	Showing up related articles as notification.	Provides small headlines of news.	Users then can sign up and receive mails as news

Users view the	Reviews the website and
website design.	process to sign up.







Registered users get unlimited genres.

Login

What do people experience as they begin the process?

They get to read everyday updates	Gets notification immediately.	Refer payment options for exclusive updates
If they like the service they can pay.	The free version of app provides the sufficient updates.	They can access the news app where ever they desire.

Sees the	Navigation
features	panel migh
available in	attract the
website.	viewers.







Dropdown button, for selecting preference.

				The		
	Some in gives id commit of	eas to		our affe	ey run in mind and ct mental beace.	
Aggregated news to confirmation		new	ares the s in their al media.		Availal 24/7 up	

Engage

happens?

Interacts in

search bar

New articles pop ups. And be in trend at any

news reading.

Viewers can read news by scrolling,

In the core moments

in the process, what

Can't realize the time spent.

The website defines the

navigation bar.

Searches more in

related articles.

news to known

Exit What do people typically experience as the process finishes?





Extend

What happens after the

experience is over?



Share the news to their society

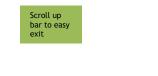
Mentions the app they read from.





If logged in, user

should sign out







Users have choice to their

comment	Unsigned viewers can't	

News telecast some find freeing content.



Enhances the

people to use the

Always getting back to the app for reading news.