

SCENARIO

USING NEWS TRACKER APP INSTEAD OF NEWSPAPER.

Explore

How does someone initially become aware of this process?

Login

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?

Browse on Internet for news

Finds interesting headlines

Reads the news and likes the content

Signs up for more news

Repeatedly showing up on search browser.

Showing up related articles as notification.

Provides small headlines of news.

Users then can sign up and receive mails as news

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.

Viewers can read news by scrolling.

Preferable news is displayed.

Can't realize the time spent.

They process the content in their mind.

Write their thoughts as comments

The review is submitted.

Think about the news incident

Share the news to their society

Mentions the app they read from.

Interactions

What interactions do they have at each step along the way?

Users view the website design.

Reviews the website and process to sign up.

Sees the features available in website.

Navigation panel might attract the viewers.

Interacts in search bar

Searches more in related articles.

The website defines the navigation bar.

New articles pop ups. And be in trend at any instant.

The comment section opens the opportunity to express our views.

Clicks the [x] to exit

If logged in, user should sign out

Views the notifications

Notification can be received through Gmail.

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...”)

Interesting information at trend.

Crisp and clear information

Chabot's for easy use

Login users can use the every feature

Unsigned up users can view the limited content.

They are so in moment, when in news reading.

Forward the news to known people.

It helps to get clarity in the worlds day to day updates.

Close the app and leave

Logout in the main page.

Users have choice to their preference.

Unregistered users can't enable many features

Enhances the people to use the website.

Positive moments

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

Some good news makes good moods.

Active engagement of reviews

Share opinion freely and dominant.

Feedback form in the website.

Reply comments are available

Scroll up bar to easy exit

When your favorite team wins the Joy feels real.

News telecast some find freeing content.

Negative moments

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

Some news makes are mood upset.

Negative news brings out anger.

They login with curiousness

Gets so involved in the incident.

Some news gives ideas to commit crimes.

They run in our mind and affect mental peace.

Difference of opinions on their perspective.

Conflicts in the opinions and views.

Session time outs cause frustration.

Unsigned viewers can't comment

Overspending of time

Areas of opportunity

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

Gives variety of options of news feeds.

Registered users get unlimited genres.

Gives breaking news at instant.

Easy login credentials for login.

Dropdown button, for selecting preference.

Aggregated news to confirmation

Shares the news in their social media.

Available as 24/7 updates.

Gets feedback from the star users.

Some short headlines at news.

Always getting back to the app for reading news.