**F A I R P L A N E**

Guided city tours

# Explore

**SCENARIO**

**USING NEWS TRACKER APP INSTEAD OF NEWSPAPER.**

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**

**Think about the news incident**

**Share the news to their society**

**Mentions the app they read from.**

**Can’t realize the time spent.**

**Preferable news is displayed.**

**Viewers can read news by scrolling.**

**The review is submitted.**

**Write their thoughts as comments**

**They process the content in their mind.**

**Refer payment options for exclusive updates**

**Gets notification immediately.**

**They get to read everyday updates**

Signs up for more news

Reads the news and likes the content

Finds interesting headlines

Browse on Internet for news

What does the person (or group) typically experience?

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

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.

## Interactions

Notification can be received through Gmail.

Views the notifications

If logged in, user should sign out

Clicks the [x] to exit

The website defines the navigation bar.

Searches more in related articles.

Interacts in search bar

Navigation panel might attract the viewers.

Sees the features available in website.

Reviews the website and process to sign up.

Users view the website design.

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

The comment section opens the opportunity to express our views.

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

**People:** Who do they see or talk to?

**Places:** Where are they?

**Things:** What digital touchpoints or physical objects would they use?

## Goals & motivations

They are so in moment, when in news reading.

Users have choice to their preference.

Unregistered users can’t enable many features

Close the app and leave

Enhances the people to use the website.

Logout in the main page.

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

Forward the news to known people.

Unsigned up users can view the limited content.

Login users can use the every feature

Chabot’s for easy use

Crisp and clear information

Interesting information at trend.

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

News telecast some find freeing content.

When your favorite team wins the joy feels real.

Reply comments are available

Feedback form in the website.

Scroll up bar to easy exit

Active engagement of reviews

Share opinion freely and dominant.

Some good news makes good moods.

## Positive moments

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

Overspending of time

Session time outs cause frustration.

Unsigned viewers can’t comment

Conflicts in the opinions and views.

Difference of opinions on their perspective.

They run in our mind and affect mental peace.

Some news gives ideas to commit crimes.

Negative news brings out anger.

Some news makes are mood upset.

## Negative moments

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

Gets so involved in the incident.

They login with curiousness

Always getting back to the app for reading news.

Some short headlines at news.

Gets feedback from the star users.

## 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.

Easy login credentials for login.

Gives breaking news at instant.

Available as 24/7 updates.

Shares the news in their social media.

Aggregated news to confirmation

Dropdown button, for selecting preference.