

Date	14 October 2022
Team ID	PNT2022TMID22279
Project Name	Project – News Tracker Application
Maximum Marks	4 Marks

Project Design Phase – II

Customer Journey Map

This is the journey of a

Game-Changer

Game changers are people who introduce new practices to their organizations. They want inspire others to co-create and innovate together.

What are their key goals and needs?



What do they struggle with most?



What tasks do they have?



Journey Steps Which step of the experience are you describing?	Discovery Why do they even start the journey?	Registration Why would they trust us?	Onboarding and First Use How can they feel successful?	Sharing Why would they invite others?
Actions What does the customer do? What information do they look for? What is their context?	IMPROVES EVERY INDIVIDUALS KNOWLEDGE	PROVIDE INCH-PERFECT INFORMATION USER DETAILS KEPT PRIVATE NO NEED TO PURCHASE	CREATE ACCOUNT WATCH THE NEWS DOWNLOAD FOR OFFLINE PURPOSE ENJOY THE HANDY ENVIRONMENT	TRUST-WORTHY CONVENIENT TO USE
Needs and Pains What does the customer want to achieve or avoid? <i>Tip: Reduce ambiguity, e.g. by using the first person narrator.</i>	NETWORK TRAFFIC ISSUES ADS DISPLAY	PAID PROMOTION OFFLINE NEWS CONTENTS FILTER CONTENT BASED ON DATES	JOB OPPORTUNITY DETAILS VOICE ASSISTANCE UPDATE AND SUPPORT ON TIME	POST COMMENTS WORLD NEWS
Touchpoint What part of the service do they interact with?	ALL IN ONE APP	OFFER WALLS ACCURATE WEATHER FORECAST TECH GADGET NEWS	SCROLLING NEWS IN CAROUSEL WALLPAPERS CONTENT IN ALL LANGUAGES TRANSPORT TIMINGS AND AVAILABILITY	LISTEN TO PODCAST SHARING OPTIONS DAILY HOROSCOPE
Customer Feeling What is the customer feeling? <i>Tip: Use the emoji app to express more emotions</i>	🤔	😊	😇	😌
Backstage				
Opportunities What could we improve or introduce?	Increase/decrease a leading metric by	Increase/decrease a leading metric by	Increase/decrease a leading metric by	Increase/decrease a leading metric by
Process ownership Who is in the lead on this?	CREATING HANDY SITE	GETTING CUSTOMER REVIEWS	IMPROVING QUALITY	TRIGGER TO WORK FASTER

