Project Design Phase 2 – Customer Journey

Project Domain	Cloud Application Development
Project Title	News Tracker Application
Team ID	PNT2022TMID22348
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Customer Journey:

Use this framework to better understand customer needs, motivations, and obstacles by illustrating a key scenario or process from start to finish. When possible, use this map to document and summarize interviews and observations with real people rather than relying on your hunches or assumptions.

Customer Journey: A Day in the Life	Morning	Afternoon	Evening	Nighttime
What is the customer thinking or feeling?	Daily updates	Read Breaking NEWS	Read Sports NEWS with cup of tea	Read on dates happening
What are the customer's actions or main priorities?	Cover different sections of NEWS like the business, economy, health, space, etc.	Prefer audio option more than reading	Like to be entertainment	Perceive the future as better than the past; have a positive mental picture of what's to come
What are the customer's biggest pain points at this time?	Not able to find the relevant NEWS	Continuous irritation because of advertisement	Not feeling the NEWS to be entertaining	Overwhelmed NEWS
How does the customer interact with our product at this time?	Embracing the Day	Feels like someone is telling the NEWS	Gives the chat partner [chat box]	Comforter