










<div>Customer Journey Map for News Tracker Application</div>	<div><div></div><div>Visit and Sign Up</div><div>How does someone initially become aware of this process?</div></div>	<div><div></div><div>Login</div><div>What do people experience as they begin the process?</div></div>	<div><div></div><div>Engage</div><div>In the core moments in the process, what happens?</div></div>	<div><div></div><div>Exit</div><div>What do people typically experience as the process finishes?</div></div>
<div><div></div><div>Steps</div><div>What does the person (or group) typically experience?</div></div>	<div><div>Visit News Application</div><div>Unregistered Users visit the application and explore the pages</div><div>Browse News Articles</div><div>Users can browse through the various news articles listed</div><div>View Headlines &amp; Details</div><div>Users can read the headlines and detailed news</div><div>Sign up</div><div>Users can sign up for the application</div></div>	<div><div>Login to the application</div><div>User login into the application</div><div>visit the Dashboard</div><div>User visits the dashboard</div></div>	<div><div>Set their News preference</div><div>User can set their news category preferences</div><div>Read the News Articles</div><div>users can read the news articles as per their choice</div><div>Browse Topics</div><div>User can browse for the various topics</div><div>Read Comments</div><div>Users can read the comments</div></div>	<div><div>Close the App</div><div>Users can close the application after they are done reading</div><div>Logout of the App</div><div>Users can logout of the application</div></div>
<div><div></div><div>Interactions</div><div>What interactions do they have at each step along the way?</div><div><div>■ People: Who do they see or talk to?</div><div>■ Places: Where are they?</div><div>■ Things: What digital touchpoints or physical objects would they use?</div></div></div>	<div><div>User interacts with the front end of the application</div><div>User interacts with the news listings to read the news articles</div><div>User interacts sign up module to sign up with the application</div></div>	<div><div>User interacts with the news dashboard.</div><div>User interacts with the navigation pane to switch to different topics.</div></div>	<div><div>User interacts with the dashboard settings to update their preferences</div><div>User interacts with the search tab to browse for the topics of their interest</div><div>User interacts with the feed page of the news app to read the news articles</div><div>User interacts with the comments section to post their coomments</div></div>	<div><div>User simply hit the back button to close the application</div><div>Users interact with the log out button to log out of the application</div></div>
<div><div></div><div>Goals &amp; motivations</div><div>At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")</div></div>	<div><div>Help me be informed about happenings.</div><div>Help me get crisp &amp; clear information.</div><div>Help avoid time consuming articles.</div></div>	<div><div>Help registered users get content based on preferences.</div><div>Help even unregistered users to view trending news.</div></div>	<div><div>Help users focus on their preferences.</div><div>Help avoid unregistered users avoid posting comments</div></div>	<div><div>Help users to close the application and end their journey in the app.</div><div>Help users to log out of the application after they are done engaging with the application</div></div>
<div><div></div><div>Positive moments</div><div>What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?</div></div>	<div><div>Providing preferences at the time of registration . ( Personalization )</div><div>Engagement of user with the help of comments and likes.</div></div>	<div><div>Active engagement because of filtered news on preferences.</div><div>Allow users to share their opinions. through comments</div></div>	<div><div>feedback in the form of comments.</div><div>Complement others views on articles using likes.</div></div>	<div><div>Hit the home button to quickly exit the application</div><div>log out of the application to end the interaction session with the app</div></div>
<div><div></div><div>Negative moments</div><div>What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?</div></div>	<div><div>Fear of missing out important news.</div><div>Unfiltered sensitive news can bring anxiety.</div></div>	<div><div>Unregistered users may find it frustrating to search for topics of interest each time.</div><div>Users can miss out important news if it is not a part of their preference.</div></div>	<div><div>Differences of opinions on comments section</div><div>Conflicts on opinions on comments section</div></div>	<div><div>Session time outs can make users frustrated.</div><div>Unregistered users may not get the chance to provide feedback.</div></div>
<div><div></div><div>Areas of opportunity</div><div>How might we make each step better? What ideas do we have? What have others suggested?</div></div>	<div><div>Allow user to search for topics of interest,</div><div>Provide registered users with content based on his/her preference.</div></div>	<div><div>Provide login option through Gmail, to allow easy login.</div><div>Provide a drop down box which helps users select preferences.</div></div>	<div><div>Provide users with clearly aggregated categories of news.</div><div>Allow users to share articles to their social media</div></div>	<div><div>Get feedback from users (Star rating) on log out.</div><div>Pleasant messages on the log out screen.</div></div>