Project Design Phase-II
Customer Journey Map

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Team ID	PNT2022TMID23273
Project Name	Project -News Tracker Application
Maximum Marks	4 Marks
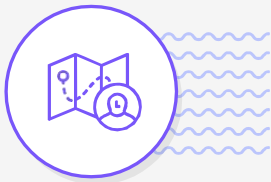
Customer experience journey map

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.

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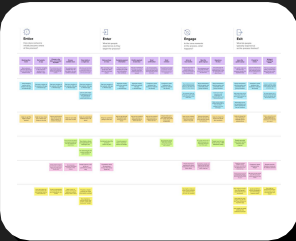
Need some inspiration? See a finished version of this template to kickstart your work. **Open example →**

Document an existing experience

Narrow your focus to a specific scenario or process within an existing product or service. In the **Steps** row, document the step-by-step process someone typically experiences, then add detail to each of the other rows.

SCENARIO — Browsing, booking, attending, and rating a local city tour	Entice — How does someone initially become aware of this process?	Enter — 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?	To Gain Knowledge; To Know about the Economy; Choose a city, dates and number of people; To know about the world around them; A Customer navigates to the city tours section of our website or app	Facing The Issues; Between True and False; Customer Opens the News Application	Checks Notification; Read News Article; Opens News Article	Desired Content; Gained Knowledge; Newer Investments; Satisfied Knowledge; Likes the article and Saves it; Exit App	Updated News; Believing the Information Completely; Newer Techniques; Adapt to Environment
Interactions — What interactions do they have at each step along the way? • **People:** Who do they see or talk to? • **Places:** Where are they? • **Things:** What digital touchpoints or physical objects would they use?	City tours on the website, iOS App, & Android App; Connect news article from all around the world; Deliver the information as fast as possible	Big Interactive database that tells News story; Interact in visualize way; Checks phone to see the articles	Opens relevant news Articles; Decides if the notification is Interesting; Need to determine how you can monetize your app and the essential features needed to make it successful; Push notifications can also be personalized to ensure that users are only altered to stories relevant to their interest	Retention with the app increases; News APIs can connect between online news and applications; Show estimated reading time; Operating as 24/7 news service directly to a user's device	Manage content into categories that users can follow; Each news article's estimated time as a part of thumbnail
Goals & motivations — At each step, what is a person's primary goal or motivation? ("Help me…" or "Help me avoid…")	Allow users to create and manage a profile; The most useful news app for any target audience will depends on their needs and interest	Users should be able to interact with the news by liking, commenting, and sharing; Have a Social Integration so users can share the news in social medias easily; 98.99% no Spamming and no unwanted notifications	Filter Fake News; Content more interactive; Data related to customized content by the user; Increase the possibility of going viral	A successful news Feedback; Increase the time that user spends on the app	Allowing users to find categories, hashtags and individual articles that users can follow, browse and opt-in for notifications relevant to their interest; Manage content into categories that can follow, browse and opt-in for notifications for a single topic
Positive moments — What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	Satisfaction of Customer needs; Better Information; Interesting Facts	Top trending news; Positive in the Stories; People able to differentiate Real and Fake; Immediate knowledge of breaking news	Information in a visualize way; Observe and witness true events; Sports on a enjoying from a place; Behavior concerning digital news	Audio and Video element; Economic crisis; Gaining World Knowledge; Satisfied with the accurate news contents	Real News with real time update; Daily Lives; Reporting and Analytics
Negative moments — What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	Information is True or False; Influence of False News; Inappropriate about Children	Agitate because of spammed notifications; Negativity; Favorable to parties for some reasons	Fake news; Political control; Frustated because of Fake News; Affecting the children knowledge	Financial Frauds; Sometimes the content too much they needed	Fighting between the parties; Debate; Beat around the bush
Areas of opportunity — How might we make each step better? What ideas do we have? What have others suggested?	Making a comeback as a part of the broader industry pivot to reader; Focus on sharable, relevant and Valuable Content	Delivering customised news stories to different users, based on the criteria; Behavior of Young and Old people with respect to being update	Competitor Analysis; Create coverage reports automatically for clients; Deep understanding of the consumer behavior when it comes to news and current affairs	More data is required about behavior around notifications and ads; Don't waste time collecting, normalizing and deduplicating data from thousands of sites; User should able to engage with news content by liking, saving for later	Encourage the users to share content across their social media channel; Provide coverage reports for the clients