

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?



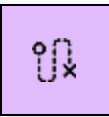
Exit

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 know about economy

To gain knowledge

To know about the world around them

Both True and Fake News

Facing the Situation

Between True and Fake

Knowledge

New Knowings

New Information

Advancement Technologies

Best Results

Updates

Gained Knowledge

Satisfied Knowledge

Newer Investments

Desired Content

Updated News

Newer Techniques

Adapt to Environment

Believing the Information completely



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?

Connect news article from all around world

Deliver the information as fast as possible

Big interactive database that tells news story

Once a user opted-in to push notifications, they can receive updates for breaking news and essential stories immediately

Interact in visualize way

Push notification can also be personalized to ensure the users are only alerted to stories relevant to their interest

Need to determine how you can monetize your app and the essential features needed to make it successful

news APIs can connect between online news and applications.

Show estimated Reading time

Operating as a 24-hour news service directly to a user's device

Each news article's estimated reading time can be displayed as part of a thumbnail and once user has clicked on the article

Manage content into categories that users can follow, browse and opt-in



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 depend on their specific needs and subjects of interest

Have social integration so that users can share content across their social media channels with ease

Users should able to engage with news content by liking, commenting, sharing and saving an article for later

Content more interactive

Increase the possibility of going viral and allow users to return to content they find interesting

A successful news feedback

Enable users to find interesting content related to their likes, saved articles and favorite categories

Allowing users to find categories, hashtags and individual articles relevant to their interests

Manage content into categories that users 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?

Interesting facts

Positive in the stories

Sports on a enjoying from a place

Gaining worlds knowledge

Daily lives

Satisfies Customers needs

Better information

Immediate knowledge of breaking news

Top trending news

information in a visualize way

Observe and witness true events

Audio and Video element

Economic crisis

Reporting and analytics

Reel news with real time update



Negative moments

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

Information True or Fake

Influence on false news

Inappropriate about children

Negativity

Favorable to parties for some reasons

Political control

Fake news

affecting the Children Knowledge

Normalizing Violence

Financial frauds

Beat around the bush

Debate

Fighting between the parties



Areas of opportunity

How might we make each step better? What ideas do we have? What have others suggested?

Focus on highly shareable, relevant and valuable content

Making a comeback as part of the broader industry pivot to reader revenue

Tie-ups with book and magazine publishers, whereas the platform acts as a distributor for these books and magazines, who in turn share with

Delivering customized news stories to different users, based on several factors and criteria

Deep understanding of consumer behavior when it comes to news and current affairs

Create coverage reports automatically for clients

Don't waste time collecting, normalizing and deduplicating data from thousands of sites

User should able to engage with news content by Liking, commenting, sharing and saving an article for later

Encourage users to share content across their social media channel

provide coverage reports for the clients