NEWS TRACKER APPLICATION

Easy access to news resources anytime and anywhere

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?

Entice	Enter	Engage	Exit	Extend
Difficulty in consuming news on the go. Most ways of consuming news is not mobile	**Registration** Users have to register to use the news tracker application	**Remembrance** Any registered user info are stored in a database and retrieved during log in.	**Log out prompt** Users can either choose to stay logged in or they can log out.	**Personalized news feed** Users are provided with a personalized news feed based on their search and read history.
No time to watch news A lot of people find it difficult to watch news due to their fast paced and busy lifestyle.	**Personalization** Users can select any category of news to view the news related to them.	**API** API is used to retrieve and display news.	**Satisfaction** Users are satisfied that they can consume news anytime and anywhere.	**Notifications** Notifications are sent to users whenever there is an update regarding the news they decided to track.
Result As a result, people starts using news apps and websites to obtain news.	**Home feed** Users are provided with a home page where they can view the latest news.	**Tracking** User can track news via a tracker and get notification when any updates are released.		

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?

Entice	Enter	Engage	Exit	Extend
Unaware of latest news when speaking with people	Minimal human interaction	Minimal human interaction	Minimal human interaction	Recommends the app to people facing similar troubles .
usually in public transport	They experience the mobility and accessibility of news tracker application while traveling in public transport	Users are using the news app at a place was conventional methods don't work.	Users are using the news app at a place where conventional methods don't work .	Users are using the news app at a place where conventional methods don't work .
Use of clumsy newspapers and restrictive mobility of news channel on TV	Avails the help of mobile phones and internet	Avails the help of mobile phone and active internet connection	Avails the help of mobile phones and active internet connection	Closes the app and locks their mobile phones

Goals & motivations
At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")

Entice	Enter	Engage	Exit	Extend
Access news resources anywhere	Access latest news	Successful registration to access news	Successful logging out	Recommends it to various people
Access latest news resources and tracks them if necessary	Track news if necessary	Access latest news with the help of API	Satisfactory of reading latest news	Assure if the notification are being received properly
		Track news and receive update notification		

Positive moments
What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?

Entice	Enter	Engage	Exit	Extend
Reading/watching sports/entertainment news	Option to filter entertainment / sports news	Filtering of entertainment / sports news	Option to turn off filter	Recommends it to various people

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

Entice	Enter	Engage	Exit	Extend
Inability to access latest news while on the move.	Registration compulsory	Potential long waiting time	UI can be overwhelmed for new/inexperienced users	A repulsive emotion towards the app
		Poor internet connectivity can lead to inability to access latest news		

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

Entice	Enter	Engage	Exit	Extend
More advertising	Not making registration compulsory	Simple and ad-free UI to reduce internet consumption	Simple and effective UI	Proper functioning of notifications
better marketing				