

NEWS TRACKER APPLICATION

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<div>Easy access to news resources anytime and anywhere</div>	<div><div>Entice</div><div>How does someone initially become aware of this process?</div></div>	<div><div>Enter</div><div>What do people experience as they begin the process?</div></div>	<div><div>Engage</div><div>In the core moments in the process, what happens?</div></div>	<div><div>Exit</div><div>What do people typically experience as the process finishes?</div></div>	<div><div>Extend</div><div>What happens after the experience is over?</div></div>
<div><div>Steps</div><div>What does the person (or group) typically experience?</div></div>	<div><div>Difficulty in consuming news on the go.</div><div>Most ways of consuming news is not mobile</div><div>No time to watch news</div><div>A lot of people find it difficult to watch news due to their fast paced and busy lifestyle.</div><div>Result</div><div>As a result, people starts using news apps and websites to obtain news.</div></div>	<div><div>Registration</div><div>Users have to register to use the news tracker application</div><div>Personalization</div><div>Users can select any category of news to view the news related to them.</div><div>Home feed</div><div>Users are provided with a home page where they can view the latest news.</div></div>	<div><div>Remembrance</div><div>Any registered user info are stored in a database and retrieved during login.</div><div>API</div><div>API is used to retrieve and display news.</div><div>Tracking</div><div>User can track news via a tracker and get notification when any updates are released.</div></div>	<div><div>Log out prompt</div><div>Users can either choose to stay logged in or they can log out.</div><div>Satisfaction</div><div>Users are satisfied that they can consume news anytime and anywhere.</div></div>	<div><div>Personalized news feed</div><div>Users are provided with a personalized news feed based on their search and read history.</div><div>Notifications</div><div>Notifications are sent to users whenever there is an update regarding the news they decided to track.</div></div>
<div><div>Interactions</div><div>What interactions do they have at each step along the way?</div><div>People: Who do they see or talk to?<ul style="list-style-type: none">Places: Where are they?Things: What digital touchpoints or physical objects would they use?</div></div>	<div><div>Unaware of latest news when speaking with people</div><div>usually in public transport</div><div>Use of clumsy newspapers and restrictive mobility of news channel on TV</div></div>	<div><div>Minimal human interaction</div><div>They experience the mobility and accessibility of news tracker application while traveling in public transport</div><div>Avoids the help of mobile phones and internet</div></div>	<div><div>Minimal human interaction</div><div>Users are using the news app at a place where conventional methods don't work.</div><div>Avoids the help of mobilephone and active internet connection</div></div>	<div><div>Minimal human interaction</div><div>Users are using the news app at a place where conventional methods doesn't work.</div><div>Avoids the help of mobile phones and active internet connection</div></div>	<div><div>Recommends the app to people facing similar troubles.</div><div>Users are using the news app at a place where conventional methods doesn't work.</div><div>Closes the app and locks their mobile phones</div></div>
<div><div>Goals & 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>Access news resources anywhere</div><div>Access latest news resources and tracks them if necessary</div></div>	<div><div>Access latest news</div><div>Track news if necessary</div></div>	<div><div>Successful registration to access news</div><div>Access latest news with the help of API</div><div>Track news and receive update notification</div></div>	<div><div>Successful logging out</div><div>Satisfactory of reading latest news</div></div>	<div><div>Recommends it to various people</div><div>Assure if the notification are being received properly</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>Reading/watching sports/entertainment news</div></div>	<div><div>Option to filter entertainment / sports news</div></div>	<div><div>Filtering of entertainment / sports news</div></div>	<div><div>Option to turn off filter</div></div>	<div><div>Recommends it to various people</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>Inability to access latest news while on the move.</div></div>	<div><div>Registration compulsory</div></div>	<div><div>Potential long waiting time</div><div>Poor internet connectivity can lead to inability to access latest news</div></div>	<div><div>UI can be overwhelming for new/inexperienced users</div></div>	<div><div>A repulsive emotion towards the app</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>More advertising</div><div>better marketing</div></div>	<div><div>Not making registration compulsory</div></div>	<div><div>Simple and ad-free UI to reduce internet consumption</div></div>	<div><div>Simple and effective UI</div></div>	<div><div>Proper functioning of notifications</div></div>

