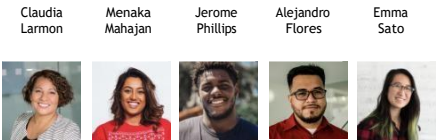




Glimpse of news

Based on ten customer interviews and observations from the Fairplane Guided City Tours team



SCENARIO

Browsing,reading, Watching and gathering the daily information

How does someone initially become aware of this process?



What do people experience as they begin the process?



In the core moments in the process, what happens?



What do people typically experience as the process finishes?



What happens after the experience is over?



Steps

What does the person (or group) typically experience?

Searching needed information	Visit website or app	Choose a country,city, language,category	Browse needed information	View detail on a selected category.
Most users searches the daily news information in other newer application	A user navigates to the news category section of our website or app	The user selects a category,city,language and country to see a needed news information	The user sees the information based on the selected language,country ,city and category	After seeing a needed information,the user will see it by video, live news and in text

Start login/sign up	Complete profile creation	Confirm personal information	Email confirmation	Email reminder
After deciding to see the news, the user will be redirected to profile creation/login	They fill out their contactand credit /debitcard information, then continue	They see a summary of what they are about to purchase, then they confirm and the subscription activated	An email immediately sends to confirm the subscription and details that are provided by user .	The updated and daily news information will notified to the user email

Search the needed information	Select the specific needed news	See the Related information
Using their own means of interest, the user selects their place to gather information	User selects their needed information under the category list	The related information will be displayed according to the user selection

Leave the browser/app	Prompt for review	Writing & submitting review
The user will leave the app or website after gets the information	After exiting the app , the email will sent for review.	The user writes review and rates the experience.

Subscription appears inthe user profile	Personalized recommendations	Personalized subscription offers	Personalized news suggestionsafter new category selected
After complete the previous procedures, the subscription will appears on the user profile	Searching the information in our website using backend and recommend via requirements.	The user recieves subscription related offers through email	According to the users past searches,we recommend the related news.



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?

News searching section of the website, iOS app, or Android app	Category section of the website, iOS app, or Android app	Category section of the website, iOS app, or Android app	News tracker interface section of the website, iOS app, or Android app	News tracker interface section of the website, iOS app, or Android app
				The help assistant appears first to guide the user to navigate the

Login section of the website, iOS app,or Android app	Payment overlay within the website, iOS app, or Android app	Payment overlay within the website, iOS app, or Android app	Customer's email (software like Outlook or website like Gmail)	Customer's email (software like Outlook or website like Gmail)
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Trending news will be displayed according to their searched place.	Instant results will displayed in site according to the user search	Instant results will displayed in site according to the user search
The user will look after for help, the chat bot will clear the queries.		Some information casted lively through videos
		Most common informations like weather,price etc.. are displayed in the website

Instant results will displayed in site according to the user search	Customer's email (software like Outlook or website like Gmail)	"Leave a review" model window within the profile on the website, iOS app, or Android app
Depending on the user need and interest the information will displayed		

Completed experiences section of the profile onthe	Recommendations span across website, iOS app, or Android app	Customer's email (software like Outlook or website like Gmail)	Post-purchase screens website, iOS app, or Android app
If other users interact the application using same profile,the			



Goals & motivations

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

Help me get the information or news needed	Help me have more information or learn new things	Help me avoid seeing news for the wrong dates, locations, or	Help me see what are the trending news available	Help me understand what this news is all about
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Help me commit to the information	Help me get through this payment part without too much	Help me feel confidentthat my subscription is finalized and tell	Help me feel confidentthat my subscription is finalized and tell	Help me make sure I don't forget about my subscription so that
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Help me feel confident about getting those information are	Help me make the most of my search for information to gain knowledge.	Help me leave the website with fulfill of information and no awkwardness	Help me spread the word about a news or provide watch-outs and	Help me see what I've done before	Help me see what I could be doing next	Help me see ways to enhance my search New information
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Positive moments

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

Its very useful to see the daily information about the lifestyle,price of products,weather

Sports news,actors information and extra information regarding to user's favourite will be

It's reassuring to red

Excitement about the

Current payment

We've heard from

People love the

People generally

People like looking back on their past trips

We think people like these recommendations because they have an extremely high engagement rate



Negative moments

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

People sometimes

Several people expressed "information

Trepidation about the purchase

User expressed awkwardness about

Sometimes user gets updates beyond their

User report feeling review fatigue

User describe

We have very low review rates



Areas of opportunity

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

Provide a simpler summary to avoid information overload

How might we make it clear that subscription is appreciated but not necessary?

How might we help people celebrate and remember things they've done in the past?

How might we totally
eliminate this
awkward moment?