**Project Design Phase-II**

**Customer journey map**

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| Date | 03 October 2022 |
| Team ID | PNT2022TMID26910 |
| Project Name | Project - News Tracker |
| Maximum Marks | 4 Marks |

**Customer journey:**

Customer journey maps are a tool that helps people understand and buy into the benefit and solution of your product/service. The importance of having a strategic customer journey is to provide a superb experience for your customers to retain their business.

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|  | AWARNESS | CONSIDERATION | | ONBOARDING | EXIT |
| **USER**  **ACTIONS** | User understands what is present in the site. | Considers to sign in/ sign up into the news tracker page. | Chooses the area of interest while signing up. | Looks the news, which is desired by the user. | After getting the required information/news the user signs out of the page. |
| **TOUCHPOINTS** | Checks the entire site by scrolling through the site using either by mobile/PC. | Checks the image of associated with the article | Checks the title and initial heading which makes the user to get engaged. | If it pleases, the user enters into that article and find more information. | If the content does not match the user’s interest find other content to exit the category and repeat the process |
| **PAIN POINTS** | Alignment of the Site might affect the user experience | Sometimes the news article might be false | Overwhelmed because of too much information | Agitated because of violence involved in the news | Sometimes the content is too much than needed |
| **POSITIVE POINTS** | User interface of the site and the minimalistic look gathers more attention | The user gets the information only based upon their area of interest there will be no spamming | The news that the site display might be in a more positive manner | The users gets all the required news in a categorized manner | After exploring through the entire web app they might bring more users to the site. |
| **AREAS OF OPPORTUNITY** | In brings the attention of all people irrespective of their age and interests | The users spend their time by going through the useful news not the unnecessary news. | The site helps users getting more knowledge in both local and international news | If the community grows, it brings revolution in the minds of users in a positive manner | More news as well as latest news are required to engage the users. |