

Project Design phase – II
CUSTOMER JOURNEY

Date	2 November 2022
Team ID	PNT2022TMID07261
Project Name	Project – News Tracker Application
Maximum Marks	2 Marks

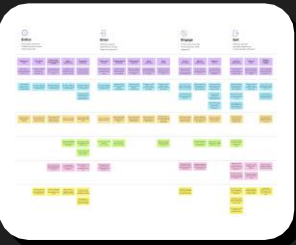


Customer experience journey map

Use this framework to better understand customer needs, motivations, and obstacles by illustrating a key scenario or process from start to finish. When possible, use this map to document and summarize interviews and observations with real people rather than relying on your hunches or assumptions.












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Document an existing experience

Narrow your focus to a specific scenario or process within an existing product or service. In the **Steps** row, document the step-by-step process someone typically experiences, then add detail to each of the other rows.

<div>SCENARIO</div> <div>Browsing, booking, attending, and rating a local city tour</div>	<div>Entice</div> <div>How does someone initially become aware of this process?</div>	<div>Enter</div> <div>What do people experience as they begin the process?</div>	<div>Engage</div> <div>In the core moments in the process, what happens?</div>	<div>Exit</div> <div>What do people typically experience as the process finishes?</div>	<div>Extend</div> <div>What happens after the experience is over?</div>
<div>Steps</div> <div>What does the person (or group) typically experience?</div>	<div>to know about the economy</div> <div>to know about the world around them</div> <div>choose the dates, and no of people</div> <div>to gain the knowledge</div>	<div>fetch the situation</div> <div>customer opens the news application</div> <div>between true and false</div>	<div>v</div> <div>check notification</div> <div>read news article</div> <div>open news article</div>	<div>exit steps</div> <div>desired content</div> <div>gained knowledge</div> <div>newer investment</div>	<div>update news</div> <div>newer techniques</div> <div>adopt to environment</div>
<div>Interactions</div> <div>What interactions do they have at each step along the way?</div> <div><div>■ People: Who do they see or talk to?</div><div>■ Places: Where are they?</div><div>■ Things: What digital touchpoints or physical objects would they use?</div></div>	<div>city tours section of the website, ios app or android app</div> <div>deliver the information at fast as possible</div> <div>connect news article from all around world</div>	<div>interact in visualize way</div> <div>checks phone to see the articles, scrolling through all other articles</div> <div>big interactive database that tells news story</div>	<div>decides if the notifications is interesting</div> <div>open relevant news article</div> <div>push notification can also be personalized to ensure that they see only the story relevant the news</div>	<div>Retention with the app increases</div> <div>Show estimated Reading time</div> <div>Operating in a 24-hour news cycle directly to a user's device</div>	<div>each news article estimated reading time can be displayed as a part of thumbnail and once the user can be clicked</div> <div>Show estimated Reading time</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>allow the users ton create and manage a profile</div> <div>the most useful news app for any target audience will depend on their specific needs and subject of interests</div>	<div>97.99% no spamming and no unwanted notifications</div> <div>users should able to engage with news content by liking commenting sharing and saving an article for later</div>	<div>data related to customized constantly the user</div> <div>content more interactive</div> <div>filter fake news</div>	<div>increase the time that user spends on the app</div> <div>successful news feedback</div>	<div>manage content into categories that users can follow, browse and opt-in for notification for a single topic</div> <div>allow the users ton create and manage a profile</div>
<div>Positive moments</div> <div>What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?</div>	<div>better information</div> <div>interesting facts</div> <div>satisfies customer needs</div>	<div>immediate knowledge of breaking news</div> <div>top trending news</div> <div>positive in the stories</div>	<div>behaviour concerning digital news</div> <div>sports on a enjoying from a piece</div> <div>information in a visualize way</div> <div>observe and witness true events</div>	<div>audio and videos element</div> <div>gaining world knowledge</div> <div>economic crises</div>	<div>report and analysis</div> <div>daily lives</div> <div>real news with real time update</div>
<div>Negative moments</div> <div>What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?</div>	<div>information true or false</div> <div>influence on false news</div> <div>inappropriate about children</div>	<div>negativity</div> <div>favourable to parties for some reasons</div> <div>agitate because of spamed notifications</div>	<div>fake news</div> <div>affecting the children knowledge</div> <div>political control</div> <div>overwhelmed because of too much of rformation</div>	<div>financial frauds</div> <div>normalizing violence</div>	<div>v</div> <div>debate</div> <div>best around the bush</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>focus on highly shareable relevant and valuable content</div> <div>making a comeback as part of the broader industry pivot to reader</div>	<div>behaviour of yound and old people with respect to being update</div> <div>delivering customized news stories to different users based n several factors nd criteria</div>	<div>compeitor analysis</div> <div>create coverage reports automatically for clients</div> <div>user dont want to spend time reading the article</div>	<div>more data is required about behaviour around notifications and ads</div> <div>dont waste time collecting, normalizing and deduplicating data from thousands of sites</div> <div>user should able to engage with news content by liking commenting, sharing and saving an article for later</div>	<div>provide coverage reports for the clients</div> <div>encourage users to share content across their social media</div>

