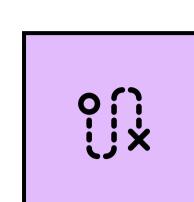
SCENARIO

Browsing, booking, attending, and rating a local city tour



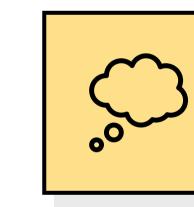
What does the person (or group) typically experience?



Interactions

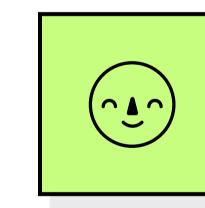
What interactions do they have at each step along the way?

- People: Who do they see or talk to?
- Places: Where are they?
- Things: What digital touchpoints or physical objects would they use?



Goals & motivations

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



Positive moments

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



Negative moments

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



Areas of opportunity

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



Entice

How does someone initially become aware of this process?



Facebook, Instagram, Twitter, Linkedln, Pinterest, and other social platforms let you expand your web presence and allow you to directly communicate with your target audience.

CREATE IN-APP & ONLINE ADS

To reach users who don't actively use social media, consider launching online and in-app ads. About one-third of users (33%) discover apps while using other applications.

CREATE OFFICE CAMPAIGNS

Thanks to QR codes, it's easy to redirect a user from printed material to a website or directly to the appstore. Leaflets, Poster, Banners, Stickers



People can share their feedback to each other about the news and how helpful the news application to them

User can hear the news about anything from different places or place where they have to go every day.so, they can interact with news on different places

Users can use smartphone, tablet, laptop for news application whenever and where they want to use.

To acquire good information

Read news from anywhere and anytime

Communicate and stay up to date with family and friends around the world.

It's cost-effective.

Older audiences may not access digital platforms.

Require data/wifi to get online

We can provide Scalable Text.

Create user-friendly, Responsive application

Enter

What do people experience as they begin the process?

REGISTRATION

User can register to use the app by giving the required details

LOGIN

User can login to the app if they already have an account.

Categories

Search

Engage

happens?

In the core moments

in the process, what

User can read the news by selecting the category

News subscribers rush to news app mostly to get the latest news

and happenings in their location or around the world.

Readers have different interests, they would surely want to access

different types of content on the app.we need to provide an easy

way for them to do so, and adding categories to main menu

Gives a good content of news

This App allows to serve personalized content to the

users as per their behaviour. The app owners can choose

to serve content as per user's preference.

news can actually increase happiness and emotional resilience

PROVIDES EDUCATIONAL OPPORTUNITIES- In many countries, the division between

ocal and national languages as well as issues of literacy can make communicatio

News provides the user to Depression or

anxiety over body image.

A fear of missing out (FOMO) can keep you

returning to this app over and over again.

llustrate the story with a good, relevant photo. After all, a picture really is

worth a thousand words.

EXPLAIN EVERYTHING - never assume readers share your

understanding of the subject.

difficult. With the use of this app, a bridge can be built between these two gaps.

User can serach the news what

they want

Exit

What do people typically experience as the process finishes?

User can logout the app when they want to leave the app

t can keep us connected with people all around the

world everytime

This app can make it easy to find groups of like-

minded people or make new friends. Finding a close-

knit community can help us feel valued and

accepted

User can share their experience to others so they have an long lasting experience through this

Extend

What happens after the

experience is over?

User can interact with people's, places, things, etc through this application.so they can communicate with others easily with confidence

provides a fast, responsive and frictionless User can gain a wealthy knowledge experience for consumers. about the society

Provides different source of news in provide a knowledgeable and resourceful different languages resources to the user to gain knowledge

This can help individuals build confidence,gain new communication skills, and quickly spre positive and important messages.

Translate the news content to their own language.

be an excellent way of getting the news out before waiting and waiting for something along the lines to be printed or paper hours or days later

If the information is correct then it can

Many false online news portals, websites and social media pages now rule over our virtual world. They have been responsible for diverting young people from their consciousness to the dark tunnel of lies.

rnet to the point that he does can be separated from it. the most dangerous is that ays emitted by the telephone or the laptop are very dangerous for humans and largel affect their brain

Provides a trustworthy content to the users

Build a safe and secure app

Communication Skills

cybercrimes

There are chances of increasing

Reduces Face-to-face

People can give their feedback or queries throught the chatbox

Instant breaking news updates with unfolding stories of popular interest are powerful enough to keep the portal dragging readers all day.

Then, better you provide them with space by providing feedback and queries section

countries, cities, states, districts, banks, theatre, school s, colleges, etc,...so they can interact with all places

User can know the news about the

Content should be readable and legible

Push notifications

Instant and latest news from all over the globe.

Online news is faster and easier to access

The internet has enabled journalists to reach out to their audience 24 hours a day.

The site could crash if a lot of people try accessing it at the same time. If the site crashes, it doesn't open for a short while then.

Disconnected from the natural world

There is no paid subscription for news

Keep the site operational. Improve the site loading