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| **Project Design Phase-II**  **Technology Stack (Architecture & Stack)**   |  |  | | --- | --- | | Date | 3 October 2022 | | Team ID | PNT2022TMID15415 | | Project Name | NEWS TRACKER APPLICATION | | Maximum Marks | 4 Marks | | | | | | |  |
| **SCENARIO**  **Browsing, booking, attending, and rating a local city tour** | **Entice**  How does someone initially become aware of this process? | **Enter**  What do people experience as they begin the process? | **Engage**  In the core moments in the process, what happens? | **Exit**  What do people typically experience  as the process finishes? | **Extend**  What happens after the experience is over? |  |
| **Steps**  What does the person (or group) typically experience? | **Choose a city,**  **To gain knowledge To know about dates, and number**  **economy of people**  **A customer navigates**  **To know about the to the city tours**  **world around them section of our website or app** | **Facing the Situation Between True and false**  **Customer opens the news application** | **Checks notifications Read news article**  **Opens news articles** | **Desired Satisfed**  **Content Knowledge Gained Knoweldge**  **Newer Exit app Likes the articles**  **Investments and saves it** | **Believing the**  **Updated Information**  **News completely**  **Adapt to Newer**  **Environment Techniques** |  |
| **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? | **City tours section of Connect news**  **the website, iOS article**  **app, from all around**  **or Android app world**  **Deliver the information as fast as**  **possible** | **Once a user opted-in to push**  **notifcations, they can receive Big interactive**  **updates for breaking news databse that tells Interact in visualize**  **and essential stories**  **immediately news story way**  **Checks phone to see the articles, scrolling through all other articles** | **Push notification can also**  **Opens relevant be personalized to ensure that users are only altered**  **news articles to stories relevent to their**  **interest**  **Need to determine how Decides if the**  **you can monetize your notification is**  **app and the essential**  **features needed to make it intresting**  **successful** | **news APIs can Operating as a 24- Retention with the connect between hour news service**  **app increases online news and directly to a user's**  **applications. device**  **Show estimated Reading time** | **Manage content into**  **categories that users Each news article's estimated**  **can follow, browse reading time can be displayed**  **and opt-1 as part of a thumbnail and once user has clicked on the**  **article** |  |
| **Goals & motivations**  At each step, what is a person’s primary goal or motivation? (“Help me...” or “Help me avoid...”) | **Allow users to create and manage a profle**  **The most useful news app for any target audience will depend on**  **their specifc needs and subjects of interest** | **users should able to Have social integration**  **engage with news content so**  **by liking, commenting, that users can share**  **sharing and saving an content across their**  **article for later social media channels with ease**  **97.99% no**  **Spamming and no unwanted notifications** | **filter fake news Content more interactive**  **Increase the possibility**  **Data related to of going viral and allow**  **customized users to return to**  **contentbby the user. content they fnd interesting** | **Enable users to fnd**  **A successful news interesting content**  **feedback related to their**  **likes,saved articles and favorite categories**  **Increase the time that user spends on the app** | **Allowing users to fnd Manage content into**  **categories, hashtags categories that users can**  **and individual articles follow, browse and opt-in relevant to their for notifcations for a interests single topic** |  |
| **Positive moments**  What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting? | **Satisfies Customers**  **Better Information needs**  **Interesting facts** | **Positive in the Top trending news stories**  **people able to Immediate**  **differentiate knowlege**  **between real and of breaking news**  **fake** | **Observe and Sports on a enjoying information in a witness from a place visualize way**  **true events**  **The user like Behaviour**  **consuming concerning digital regional/ news**  **international news** | **Audio and Video Gaining world Satisfied with the element Economic crisis knowledge accurate news**  **contents** | **Reel news with real Reporting and**  **time update Daily lives analytics** |  |
| **Negative moments**  What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming? | **Information True or Inappropriate**  **False about children**  **Influence on false news** | **Agitate because of spammed notifications**  **Favourable to**  **parties Negativity for some reasons** | **Fake news Political Control Frustrated because of fake news**  **Affecting the OverWhelmed**  **children Knowledge because of too much of informtion** | **Sometimes the**  **Normalizing Financial frauds content too much**  **Violence than needed** | **Fighting between Debate**  **the parties**  **Beat around the bush** |  |
| **Areas of opportunity**  How might we make each step better? What ideas do we have? What have others suggested? | **Making a comeback**  **as Focus on highly**  **part of the broader shareable, relevant**  **industry pivot to and valuable content**  **reader** | **Delivering customized**  **news stories to Tie-ups with book and**  **different**  **users, based on several magazine**  **factors and criteria publishers, wherein the**  **platform**  **acts as a distributor for these**  **Behavior of young books, collects the revenue**  **and old people with from**  **respect to being update** | **User don't want to**  **spend time reading the Create coverage**  **entire content.They reports Comptitor analysis**  **neeed short and crisp automatically**  **news for clients**  **Deep understanding of consumer behavior when it comes to news and current affairs** | **User should able to engage**  **with news content by Don't waste time**  **Liking, commenting, collecting, normalizing More data is**  **sharing and deduplicating data required about**  **and saving an article for**  **later from thousands of behavior around**  **sites**  **notification and ads** | **Encourage users to provide coverage**  **share content across reports fot the**  **their social media**  **channel clients** |  |

