

Project Design phase II
CUSTOMER JOURNEY

Date	2 November 2022
Team ID	PNT2022TMID20375
Project Name	Project – News Tracker Application
Maximum Marks	2 Marks

Journey Steps Which step of the experience are you describing?	Discovery Why do they even start the journey?	Registration Why would they trust us?	Onboarding and First Use How can they feel successful?	Sharing Why would they invite others?
Actions What does the customer do? What information do they look for? What is their context?	<div>The customer looks for news based on their preferences</div>	<div>We offer services which are beneficial to them</div> <div>The news are based on their preferences</div>	<div>Being up-to-date with recent news and trends.</div>	<div>Shares to colleagues as well as family members</div> <div>Post containing link to the web application</div>
Needs and Pains What does the customer want to achieve or avoid? <i>Tip: Reduce ambiguity, e.g. by using the first person narrator.</i>	<div>Views news based on their interests and upated regularly</div> <div>Avoids unnecessary ads and irrelevant news/gossips</div>	<div>Less add and gossips,more relevant news</div> <div>Avoids wasting time reading irrelevant news</div>	<div>Being up-to-date helps in handling various situations</div> <div>Avoids being ignorant.</div>	<div>Wants to share a important news to peers or family members</div> <div>Ground-breaking or game changing dicoverly</div> <div>That news might determine the future path of an organization</div>
Touchpoint What part of the service do they interact with?	<div>Fetching news,older as well as in real time</div>	<div>Interactive UI enables them to register</div>	<div></div> <div>Uses time productively.</div>	<div>Newsfeed</div> <div>Notification</div> <div></div>
Customer Feeling What is the customer feeling? <i>Tip: Use the emoji app to express more emotions</i>	<div>😱</div>	<div>🤔</div>	<div>😞</div>	<div>🥳</div> <div>miro</div>