SCENARIO

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

Entice

How does someone initially become aware of this process?



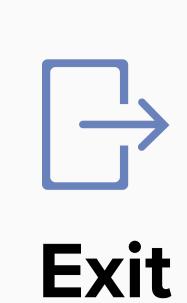
Enter

What do people experience as they begin the process?



Engage

In the core moments in the process, what happens?

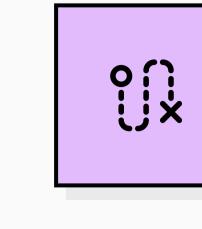


What do people typically experience as the process finishes?



Extend

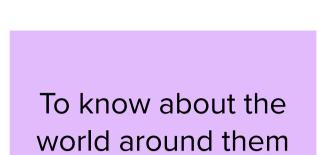
What happens after the experience is over?



Steps

What does the person (or group) typically experience?

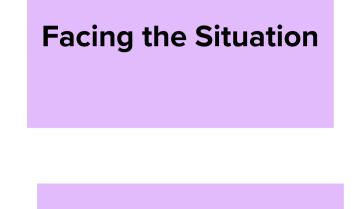




To know anout

Both True and Fake

To gain knowledge



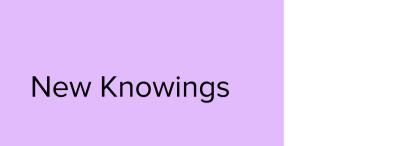
Knowelege

Big interactive

databse that tells

news story

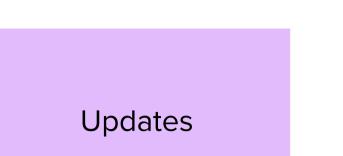
Between True and Fake





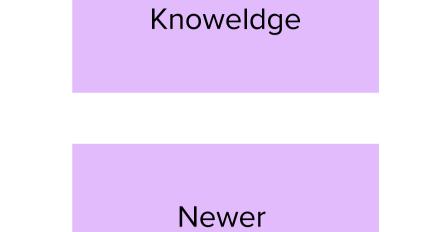
Best Reults

New Informations



Advancement

Technologies



Investments

Gained

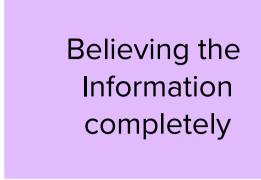
Desired Content

Satisfied

Knowledge

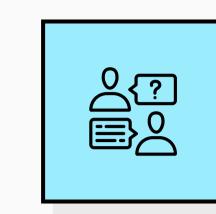


Updated



Newer

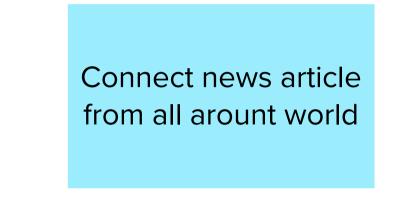
Techniques



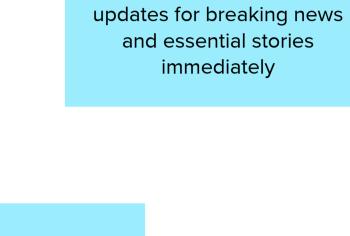
Interactions

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?



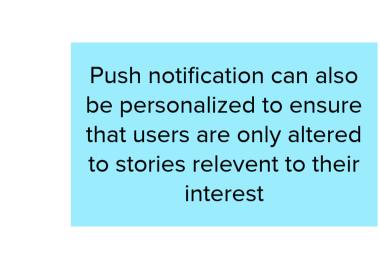
Deliver the information as fast as possible



Once a user opted-in to push

notifications, they can receive

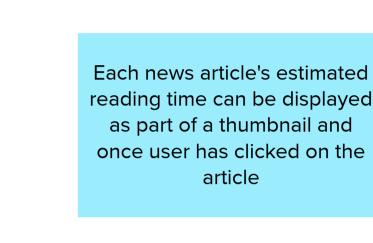
Interact in visualize way



Need to determine how you can monetize your app and the essential features needed to make it successful



Operating as a 24hour news service directly to a user's device



Manage content into categories that users can follow, browse and opt-1

Manage content into

categories that users car

follow, browse and opt-in

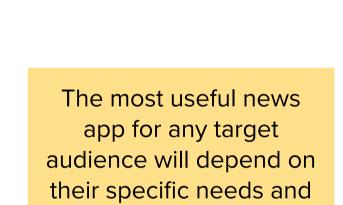
for notifications for a

single topic



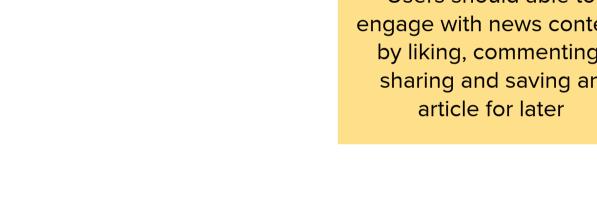
Goals & motivations

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



subjects of interest

Allow users to create and manage a profile



Have social integration so that users can share content across their social media channels with ease

Users should able to engage with news content by liking, commenting, sharing and saving an

> Content more interactive

of going viral and allow users to return to content they find interesting

Sports on a enjoying

from a place

Fake news

Increase the possibility

A successful news feedback

related to their likes, saved articles and favorite categories

Gaining worls

knowledge

Economic crisis

Enable users to find

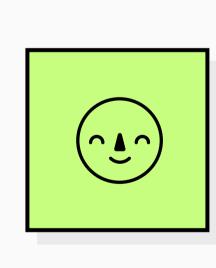
interesting content

Allowing users to find categories, hashtags and individual articles relevant to their interests

Reporting and

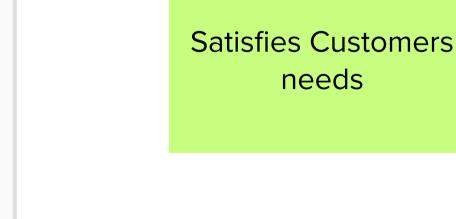
Beat around the

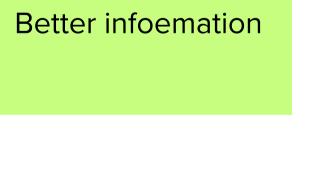
Fighting between the parties



Positive moments What steps does a typical person

find enjoyable, productive, fun, motivating, delightful, or exciting?





Infulence on false

Interesting facts

Immediate knowlege of breaking news

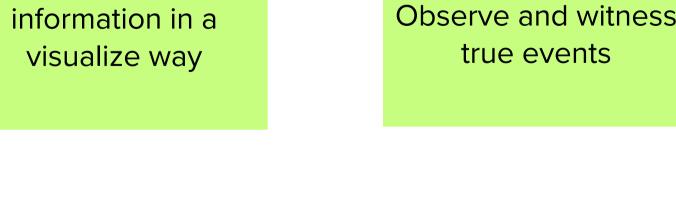


Top trending news

Favourable to parties

for some reasons

Positive in the stories



affecting the

Children Knowledge

true events

element

Audio and Video

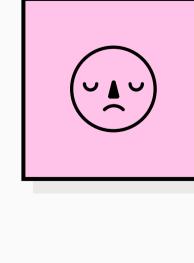
Normalizing

Violence

analytics

Reel news with real time update

Daily lives



What steps does a typical person find frustrating, confusing, angering,

Negative moments

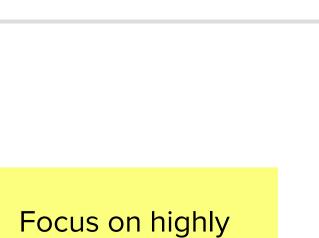
costly, or time-consuming?

Areas of opportunity

How might we make each step

What have others suggested?

better? What ideas do we have?



shareable, relevant

and valuable content

Inappropriate about

children

Information True ot

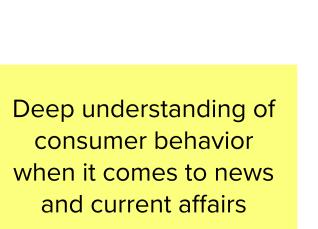
Fake

Making a comeback as part of the broader industry pivot to reader revenue

Tie-ups with book and magazine publishers, wherein the platform acts as a distributor for these books, collects the revenue from users and shares it with publishers who in turn share with

Negativity

Delivering customized news stories to different users, based on several factors and criteria



Political control

Create coverage reports automatically for clients

Don't waste time collecting, normalizing and deduplicating data

from thousands of sites

User should able to engage with news content by Liking, commenting, sharing and saving an article for

Financial frauds

Encourage users to share content across their social media channel

provide coverage reports fot the clients