




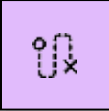







<div>SCENARIO</div> <div>Browsing, booking, attending, and rating a local city tour</div>	<div>  </div> <div>Entice</div> <div>How does someone initially become aware of this process?</div>	<div>  </div> <div>Enter</div> <div>What do people experience as they begin the process?</div>	<div>  </div> <div>Engage</div> <div>In the core moments in the process, what happens?</div>	<div>  </div> <div>Exit</div> <div>What do people typically experience as the process finishes?</div>	<div> <div>TEAM ID</div> <div>PNT2022TMID27612</div> </div> <div>  </div> <div>Extend</div> <div>What happens after the experience is over?</div>
<div>  </div> <div>Steps</div> <div>What does the person (or group) typically experience?</div>	<div> <div>To know about economy & Current Affairs</div> <div>To gain knowledge</div> <div>To know about the world around them</div> <div>To publish news articles and materials</div> </div>	<div> <div>Explore the different sections of news</div> <div>See the top trending news</div> <div>Explore based on their interest</div> <div>Get new knowledge</div> </div>	<div> <div>Get New Information</div> <div>Advancemen t of Technologies</div> <div>Share news articles in social media</div> </div>	<div> <div>Gained Knowledge</div> <div>Time consuming</div> <div>Newer Investments</div> <div>Desired Content</div> </div>	<div> <div>Updated News</div> <div>Share Informatio n</div> <div>Adapt to Environment</div> <div>Some tend to Believe the Information completely</div> </div>
<div>  </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> <div>Connect news articles from around the world</div> <div>Deliver the information as fast as possible</div> </div>	<div> <div>Big interactive database that tells news story</div> <div>Once a user opted-in to push notifications, they can receive updates for breaking news</div> <div>Interact and visualize</div> </div>	<div> <div>Push notification can also be personalized to ensure that users are only alerted to stories relevant to their interest</div> <div>Need to determine how you can monetize your</div> </div>	<div> <div>Connects with online news applications</div> <div>Show estimated Reading time</div> <div>Operating as a 24/7 news service directly to a user's device</div> </div>	<div> <div>Each news article's estimated reading time can be displayed as part of a thumbnail and once user has clicked on the article</div> <div>Manage content into categories that users can follow, browse and opts one</div> </div>
<div>  </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> <div>Depends on their specific needs and subjects of interest</div> <div>Allow users to create and manage a profile</div> </div>	<div> <div>Social integration so that users can share content across their social media channels with ease</div> <div>Users should able to engage with news content by liking, commenting, sharing and saving an article for later</div> </div>	<div> <div>Content more interactive</div> <div>Explore viral news and allow users to return to content they find interesting</div> </div>	<div> <div>A successful news feedback</div> <div>Enable users to find interesting content related to their likes, saved articles and favorite categories</div> </div>	<div> <div>Allowing users to find categories, hashtags & individual articles based on their interest</div> <div>Manage content into categories that users can follow, browse and opt-in for notifications for a single topic</div> </div>
<div>  </div> <div>Positive moments</div> <div>What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?</div>	<div> <div>Satisfies Customers needs</div> <div>Better crisp information</div> <div>Interesting facts</div> </div>	<div> <div>Immediate knowledge of breaking news</div> <div>Top trending news</div> <div>Positive & social good news articles</div> </div>	<div> <div>Information in a easy access</div> <div>Observe and witness true events</div> <div>Sports and economy news accessed anywhere & anytime</div> </div>	<div> <div>Audio and Video element</div> <div>Economic crisis</div> <div>Gaining worlds knowledge</div> </div>	<div> <div>Reporting and analytics</div> <div>Real news with real time update</div> <div>Daily Updates</div> </div>
<div>  </div> <div>Negative moments</div> <div>What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?</div>	<div> <div>Information True or Fake</div> <div>Influence on false news</div> <div>Inappropriate about children</div> </div>	<div> <div>Negativity spreading</div> <div>Favorable to parties for some reasons</div> </div>	<div> <div>Political Controls</div> <div>Fake news</div> <div>Affecting the Children Knowledge</div> </div>	<div> <div>Normalizing Violence</div> <div>Financial frauds</div> </div>	<div> <div>Beating around the bush</div> <div>Debate</div> <div>Fighting between the parties</div> </div>
<div>  </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> <div>Focus on highly shareable, relevant and valuable content</div> <div>Making a comeback as part of the broader industry pivot to reader revenue</div> </div>	<div> <div>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</div> <div>Delivering customized news stories to different users, based on several factors and criteria</div> </div>	<div> <div>Deep understanding of consumer behavior when it comes to news and current affairs</div> <div>Create coverage reports automatically for clients</div> </div>	<div> <div>Not to waste time collecting, normalizing and deduplicating data from thousands of sites</div> <div>Users to find interesting content related to their likes, saved articles and favorite categories</div> </div>	<div> <div>Encourage users to share content in social media</div> <div>Provide coverage reports for the clients</div> </div>