SCENARIO

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

TEAM ID
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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?

- To know about economy & Current Affairs
- To gain knowledge
- To know about the world around them
- To publish news articles and materials
- Explore the different sections of news
- See the top trending news
- Explore based on their interest
- Get new knowledge
- Get New Information
- Advancement of Technologies
- Share news articles in social media
- Gained Knowledge
- Time consuming
- Newer Investments
- Desired Content
- Updated News
- Share Information
- Adapt to Environment
- Some tend to Believe the Information completely

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?

- Connect news articles from around the world
- Deliver the information as fast as possible
- Big interactive database that tells news story
- Once a user opted-in to push notifications, they can receive updates for breaking news
- Interact and visualize
- Push notification can also be personalized to ensure that users are only altered to stories relevent to their interest
- Need to determine how you can monetize your
- Connects with online news applications
- Show estimated Reading time
- Operating as a 24/7 news service directly to a user's device
- Each news article's estimated reading time can be displayed as part of a thumbnail and once user has clicked on the article
- Manage content into categories that users can follow, browse and opts one

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 profile
- Depends on their specific needs and subjects of interest
- Users should able to engage with news content by liking, commenting, sharing and saving an article for later
- Social integration so that users can share content across their social media channels with ease
- Explore viral news and allow users to return to content they find interesting
- Content more interactive
- Enable users to find interesting content related to their likes, saved articles and favorite categories
- A successful news feedback
- Manage content into categories that users can follow, browse and opt-in for notifications for a single topic
- Allowing users to find categories, hashtags & individual articles based on their interest

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

- Interesting facts
- Satisfies Customers needs
- Better crisp information
- Positive & social good news articles
- Immediate knowledge of breaking news
- Top trending news
- Sports and economy news accessed anywhere & anytime
- Information in a easy access
- Observe and witness true events
- Gaining worlds knowledge
- Audio and Video element
- Economic crisis
- Daily Updates
- Reporting and analytics
- Real news with real time update

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

- Information True or Fake
- Influence on false news
- Inappropriate about children
- Favorable to parties for some reasons
- Negativity spreading
- Political Controls
- Fake news
- Affecting the Children Knowledge
- Normalizing Violence
- Financial frauds
- Beating around the bush
- Debate
- Fighting between the parties

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

- Focus on highly shareable, relevant and valuable content
- 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
- Delivering customized news stories to different users, based on several factors and criteria
- eep understanding of consumer behavior when it comes to news and current affairs
- Create coverage reports automatically for clients
- Not to waste time collecting, normalizing and deduplicating data from thousands of sites
- Users to find interesting content related to their likes, saved articles and favorite categories
- Encourage users to share content in social media
- Provide coverage reports for the clients