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| <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> <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 anout economy</div> <div>To gain knowledge</div> <div>To know about the world around them</div> <div>Both True and Fake News</div> </div> | <div> <div>Facing the Situation</div> <div>Between True and Fake</div> <div>Knowelege</div> <div>New Knowings</div> </div> | <div> <div>New Informations</div> <div>Advancement Technologies</div> <div>Best Reults</div> <div>Updates</div> </div> | <div> <div>Gained Knoweldge</div> <div>Satisfied Knowledge</div> <div>Newer Investments</div> <div>Desired Content</div> </div> | <div> <div>Updated News</div> <div>Newer Techniques</div> <div>Adapt to Environment</div> <div>Believing 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 article from all around world</div> <div>Deliver the information as fast as possible</div> </div> | <div> <div>Big interactive dabtse that tells news story</div> <div>Once a user opted-in to push notifications, they can receive updates for breaking news and essential stories immediately</div> <div>Interact in visualize way</div> </div> | <div> <div>Push notification can also be personalized to ensure that users are only altered to stories relevent to their interest</div> <div>Need to determine how you can monetize your app and tne essentia! features needed to make it successful</div> </div> | <div> <div>news APIs can connect between online news and applications.</div> <div>Show estimated Reading time</div> <div>Operating as a 24-hour 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 opt-1</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>Allow users to create and manage a profile</div> <div>The most useful news app for any target audience will depend on their specific needs and subjects of interest</div> </div> | <div> <div>Have 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>Increase the possibility of going viral 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 and individual articles relevant to their interests</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 infoemation</div> <div>Interesting facts</div> </div> | <div> <div>Immediate knowledge of breaking news</div> <div>Top trending news</div> <div>Positive in the stories</div> </div> | <div> <div>information in a visualize way</div> <div>Observe and witness true events</div> <div>Sports on a enjoying from a place</div> </div> | <div> <div>Audio and Video element</div> <div>Economic crisis</div> <div>Gaining worls knowledge</div> </div> | <div> <div>Reporting and analytics</div> <div>Reel news with real time update</div> <div>Daily lives</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 ot Fake</div> <div>Infulence on false news</div> <div>Inappropriate about children</div> </div> | <div> <div>Negativity</div> <div>Favourable to parties for some reasons</div> </div> | <div> <div>Political control</div> <div>Fake news</div> <div>affecting the Children Knowledge</div> </div> | <div> <div>Normalizing Violence</div> <div>Financial frauds</div> </div> | <div> <div>Beat 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 who in turn share with</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 comesto news and current affairs</div> <div>Create coverage reports automatically for clients</div> </div> | <div> <div>Don't waste time collecting, normalizing and deduplicating data from thousands of sites</div> <div>User should able to engage with news content by Liking, commenting, sharing and saving an article for later</div> </div> | <div> <div>Encourage users to share content across their social media channel</div> <div>provide coverage reports fot the clients</div> </div> |