

Customer Journey Map

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Scenario : News Tracker Application	<u>ENTICE</u>	<u>ENTER</u>	<u>ENGAGE</u>	<u>EXIT</u>	<u>EXTEND</u>
<u>STEPS</u>	1.User need an app to read daily news 2.User can select their areas of interests	User can create an account in the app by signing up through email	1.User receives notification regarding the top trends. 2.User reads the news based on selected interests	User shall provide feedback by giving star rating and reviews.	User tends to receive personalised recommendation of news
<u>INTERACTION</u>	News app can be downloaded from play store/app store.	User can login to the app using the registered email.	Notification or status bar on top of the screen of the user's mobile.	Ratings and review section in play store and other surveys.	Recommendation span across the app.
<u>GOALS AND MOTIVATION</u>	1.Help me read the important daily news. 2.Help me avoid reading irrelevant news	1.Help me to sign up without any issues. 2.Help me to receive email verification without any delay.	1.Help me to read the important and interested news. 2.Help me avoid unnecessary headlines.	Help me spread the app experience with others by giving feedbacks and reviews.	Help me see what I could look into next.
<u>POSITIVE MOMENTS</u>	It is productive to have an app that can tell the daily news.	It is secured as it uses user authentication.	It is likeable to read the news according to the interests specified.	It is useful to share feedback to improvise the app if needed.	It is engaging when recommendations of news are provided
<u>NEGATIVE MOMENTS</u>	1.Some may find the app not being useful. 2.User may get confused on choosing an interest.	Some may forget their credentials to log in to the app.	Some may fear for reading fake news.	Some find leaving a review or feedback is an heavy process.	Some may not be interested with the recommended news or interests.
<u>AREA OF OPPORTUNITIES</u>	Instead of showing the interested news alone, other breaking news can also be shown.	Logging into the app can be done via other social media ID's such as facebook, etc.	Bookmark option can be provided to read from where we left.	A comment section can be provided in the app itself to collect feedbacks.	Recommendations can be provided based on user's other interests.