

## News Tracker Application

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SCENARIO

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

SCENARIO  Go to website, create account, login and start read the news	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?	Visit Website  Create an accont  Email verification  Sign in  A customer navigates to the website  Customer can create an account  User's Login details can be verified through Email  Customer can sign in to our website through their Login details	Choose your favorite category News  View headlines of the News  Get the full content of the headlines  User can choose a categories that they are interest with  User able to view the headlines of every News in the homepage  News in the homepage  User can able to view the full content of the headlines by clicking on the headlines.	Get interacted with categorized news  User can search the particular news  User can interacted with their favourite categorized news sections  User can search the particular News that they wanted to  User can see the Trending News in the homepage.  If the user had facing any issues, they can contact us.	Logout  User can able to logout by clicking logout button.	Personalized News recommendations  User's personalized News are available in homepage
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?	Login section of the Website  Create account section of the website  Email verification done in create account section in the website.  Sign in section of the website.	User can select any five section news that they are intrested with  Homepage section where news headlines are available  By clicking on the headlines. User can view entire content of the news.	User interacted with their favourite news in the favourite section  User search and view the news in search section  Trending news are available in trending news section  User can interacted with chatbot and clarify the doubt	Logout section of the website	Personalized news section in homepage
Goals & motivations  At each step, what is a person's primary goal or motivation?  ("Help me" or "Help me avoid")	Help me to create an account  Help me to verify my account  Help me to login into the website	Help me to select my favourite section in the news  Help me to view the headlines  Help me to view the full content of the headlines.	Help to interacted with favourite news  Help me to search the news that I wanted to  Help me to find trending news  Help me if I facing any issue via chatbot	Help me to logout from the website	Help me to get personalized news
Positive moments  What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	It is very easy to create and login to the website.	News are feeded based on the user's interest interest lt is time saving when you favorite news available in homepage	User can search the particular news that they wanted to, So user's time is saved.  Trending news are available. So users are awaited what's going around  If user having any issue and doubts they can contact via chatbot		If more user interacted with same news then the system recommend the news to the users
Negative moments  What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	Sometimes user forgot to select forgot the login details  Sometimes user forgot the login details	some news aren't genuine  sometimes user can't able to view the full content of the news	sometimes user may not get the news that they are searched for		
Areas of opportunity  How might we make each step better? What ideas do we have?  What have others suggested?	User can also able to change the favorite categories later by login to the website  If user forgot the login details. They can recover the account by email verification.	User can report the fake news via chatbot  User can also report this issue to the chatbot available in the website and later the bug is fixed.	User can report it to the website and later they will improve the search engine.		