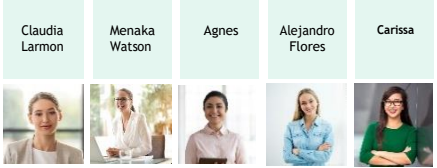


News Tracker Application

Based on ten customer interviews and observations from the Usage of The News Tracker Application



SCENARIO

Installing an application to know what's happing around the world

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?

Advertise Through websites

Recommended by neighbors

Suggestion By friend's circle

Advertise Via Television

Recommended By Similar Applications

App developers can advertise their software in Web browsers like chrome, Firefox, brave etc.

User's Neighboring people might recommend this app to the user.

User's friends circle might say about this software and they recommend and install it.

Software can be made as an advertisement and telecast in televisions.

User Uses a software and sometimes it some some recommended application that might be useful for him.

Install the software or application

Login Into the application

Create an ID if the user doesn't have one

Entering His / her Personal Details and opening a free Account

Select our favorite recommendations what we want

Install the particular Application Through valid Website

After installing, Login into the application

If The user doesn't have an ID, then create an ID

Create a login ID by entering his details which is asked in the application.

After creating a ID, Select our favorite recommendations what we want.

Installation and login were successful

Enable Notifications For day-to-day updates

Experience the App.

After proper Installation and clear login details we can enter into the software without any errors.

User selects his favorite and enable notifications in order to read every news article

For better experience, the application provides demo for the users to learn quickly and for their understanding

Leave the Application

Prompt for review

Writing & submitting review

After using the application, the user can either logout or close the application

After the work of application finishes an email and in-app notification prompt for review

The App user writes a review and gives the tour a star-rating out of 5.

Notification appears inthe user profile

Personalized recommendations

Personalized offers

Whenever the uses subscribe for an news, they will get a notification through app and pops at the mobile

It recommends systems, which the customer may experience via better personalization

The user receives an email for an gold or premium plan which has many advantages than the free cost of application

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?

Advertisement receives via websites what we use.

Other people recommend this software

Other people recommend this software

Advertisements via televisions

Other Applications recommend this software

Install the software iOS ,or in Android

Enter your email ID and password to login to the application (if have)

If user doesn't have an Id to enter into the software then create one.

Login by using his new ID (Which is created by now) and save it.

User can select his recommendations what else he or she wants.

Installing and opening was successful when the user enters their details correctly

User can enable notifications to check his news daily without missing

Direct interactions with the application and to the user

Tutorials and demo will be provided for the new users.

Most common objects people interact with on news and other related topics.

Direct interactions with the application and to the user

Customer's email (software like Outlook or website like Gmail)

"Leave a review" modal window within the profile on the website, iOS app, or Android app

Completed experiences section of the profile on the website, iOS app, or Android app

Recommendations span across website, iOS app, or Android app

Customer's email (software like Outlook or website like Gmail)

If other users interact with this person, they will see their recommendations.

Goals & motivations

At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")

Help me to read news

Help me to have a user friendly one.

Help me to avoid bringing an external paper or article to carry

Help me see what the software provides

Help me understand what the application is.

Help me to install this application from a secure server

Help me to login into the application.

Help me to create an ID to enter into the application.

Help me to login into the application by the login ID and password which is created by now.

Help me to select recommended items which is liked by me.

Help me to check whether the application was installed and working properly

Help me to provide all important notifications.

Help me to have a demo and tutorial for learning the application.

Help me leave the application and no awkwardness

Help me spread the word about a great tour or provide watch-outs and feedback for one that was not so good

Help me see what I've done before

Help me see what I could be doing next

Help me see ways to get many news

Positive moments

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

Easy to use

Easy to install because it is just an application which is available in web

Less Mb can can be used in every mobile phones.

Excitement about the application

Easy Login Process and it is helpful even if they don't know about anything

Provides information at right time

People love to use this application

People generally learns and know many information as much as they can

People like looking back on what they have been visited

Negative moments

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

People No need to carry any external items such as notes, book, article, newspaper etc.

Several people expressed "information overload" as they browse

People express a bit of fear at the 1st time of usage

Installing This Application ("I hope this will be worth it")

People expressed awkwardness about finding a tutorial for a simple login process

Sometimes user might get some unwanted or mismatched news what they prefer

People are unclear whether a tip is necessary (only they feel how to use the application)

Customers report feeling review fatigue

People describe leaving a review as a arduous process



Areas of opportunity

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

If you don't follow this path on the website it could lead to another website

Could we automatically carry over the application (using cookies)

Make it easier to compare and shop for experiences without having to click on them

Provide a simpler step to avoid information overload

Show highlights or common phrases from reviews

How might we make our guides easily identifiable (similar application - for example)?

How might we make it clear that logging out is needed but not necessary?

How might we equip people to guide them if they don't know about this

How might we progressively disclose the full review so that each step feels more easier