SCENARIO	Entice	Enter	Engage	Exit	Extend
Browsing, booking, attending, and rating a local city tour	How does someone initially become aware of this process?	What do people experience as they begin the process?	In the core moments in the process, what happens?	What do people typically experience as the process finishes?	What happens after the experience is over?

TEAM ID — PNT2022TMID44807

Steps
What does the person (or group) typically experience?

Entice	Enter	Engage	Exit	Extend
To know about Current Affairs; To gain knowledge	Explore the different sections of news; Look the trending news	Get New Information and data; Advancement of Technologies	Gained Knowledge and experience; Time consuming	Updated and Enriched News; Share Information and Data
To know about the world around them; To publish news articles and materials	Explore based on their interest; Gaining new knowledge	Share the new articles in social media	Newer and increased Investments; Desired and strong Content	Flexible 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?

Entice	Enter	Engage	Exit	Extend
Produce news articles from across the world; Deliver the information as fast as possible	Big interactive database that news story; Once a user opted into 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 applications; Show estimated; 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, browse and opts one

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

Entice	Enter	Engage	Exit	Extend
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, 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?

Entice	Enter	Engage	Exit	Extend
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, witness true events	Gaining world's knowledge; Audio and Video elemental segment; Economic crisis and issues	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?

Entice	Enter	Engage	Exit	Extend
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?

Entice	Enter	Engage	Exit	Extend
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