**PROJECT DESIGN PHASE-II**

**CUSTOMER JOURNEY MAP**

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| Date | 14 October 2022 |
| Team id | PNT2022TMID50490 |
| Project title | News Tracker Application |

**CUSTOMER JOURNEY MAP:**

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|  | **ENTICE** | **ENTER** | **ENGAGE** | **EXIT** | **EXTEND** |
| **STEPS** | Sort and organizing the stories by a relevance. | Organizing content by categories offer related posts. | Engage users to share content across their social media channels. | Show estimated reading time. Avoid clickbait alert and notification. | Extend the steps for the users to get interaction with the news app. |
| **INTERACTIONS** | The need for personalizing news app interaction is apparent. | Implemented and deployed an android news app that logs users interactions with the app. | Evaluated alternative adaptive user interfaces for each reader type. | The evaluation demonstrates the differential benefits of the adaptation for different users of the news app. | The news access needs to extend what content users access to how they can access it. |
| **GOALS AND MOTIVATIONS** | General unease about current time, frustrated, getting caught up in story. | I need to come back to this and make sure I’m getting this straight. | Happy I took the time to engage really liked the response I got from others in the community. | If I’m going the give them my information so that I can stay in touch, I want to know my privacy is maintained | This news organization is interesting. I want to make sure I can find them again. |
| **POSITIVE MOMENTS** | Discover local story via news app.  Clicks through to read story. | Identify news source as place for future relevant information. | Takes the time to engage and receives positive community response. | It takes time to exit from the news app once the reader get satisfied. | The user needs to extend the news app whether the news got fulfilled. |
| **NEGATIVE MOMENTS** | Angry at discovering the news reader voting to make wide reaching changes without the public hearing. | Tries to find other interesting content via news website. | Finds the engaging content that ask what are you interested in? tell us and we will report back. | The user should exit before they trying to see the news content without reporting. | The news app shouldn’t extends for negative moments. |
| **AREA OF OPPURTUNITY** | Social media campaign publicizing local angle of importance story. | Add links to do useful articles. Clear and relevant messaging that shows what the organization does and who its for. | Leverage third party hearken, ground source or coral to drive high quality engagement. | Use social listening combined with CRM to track interactions and engagement on social platforms and tools. | Enable use of trusted third party identify verification and protection system |