




# Customer Journey Map

Customer Journey Maps: This gives an overview of the customer experience. How do you want your business to reach users?

	STAGE 1	STAGE 2	STAGE 3	STAGE 4
OBJECTIVES	Downloading the application	Login process	Search for news	Watching news
NEEDS	 Good User Experience	 Push Notifications	 Search and filter	Managing the project scope effectively
FEELINGS	User Friendly	Accessing the Latest and Updated news	Getting report on a current event	Getting statement of the requirements clearly
BARRIERS	Data storage is Unpredictable	Loss of the revenue generated from Ad Blockers	Update and maintenance efforts in multiple ways	Consuming more time to design

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Project Name	NEWS TRACKER APPLICATION