




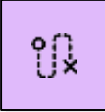







<div>SCENARIO</div> <div>Browsing, booking, attending, and rating a local city tour</div>	<div>  <h3>Entice</h3> <p>How does someone initially become aware of this process?</p> </div>	<div>  <h3>Enter</h3> <p>What do people experience as they begin the process?</p> </div>	<div>  <h3>Engage</h3> <p>In the core moments in the process, what happens?</p> </div>	<div>  <h3>Exit</h3> <p>What do people typically experience as the process finishes?</p> </div>	<div>  <h3>Extend</h3> <p>What happens after the experience is over?</p> </div>
<div>  <h3>Steps</h3> <p>What does the person (or group) typically experience?</p> </div>	<div> <div>To know about economy</div> <div>To gain knowledge</div> <div>To know about the world around them</div> <div>Both True and Fake News</div> </div>	<div> <div>Facing the Situation</div> <div>Between True and Fake</div> <div>Knowledge</div> <div>New Knowings</div> </div>	<div> <div>New Information</div> <div>Advancement Technologies</div> <div>Best Results</div> <div>Updates</div> </div>	<div> <div>Gained Knowledge</div> <div>Satisfied Knowledge</div> <div>Newer Investments</div> <div>Desired Content</div> </div>	<div> <div>Updated News</div> <div>Newer Techniques</div> <div>Adapt to Environment</div> <div>Believing the information completely</div> </div>
<div>  <h3>Interactions</h3> <p>What interactions do they have at each step along the way?</p> <ul style="list-style-type: none"> People: Who do they see or talk to? Places: Where are they? Things: What digital touchpoints or physical objects would they use? </div>	<div> <div>Connect news article fast as from all around world</div> <div>Deliver the information as possible</div> </div>	<div> <div>Big interactive database that tells news story</div> <div>Once a user opted-in to push notifications, they can receive updates for breaking and essential stories immediately</div> <div>Interact in visualize way</div> </div>	<div> <div>Rsh notification can also be personalized to ensure that users are only alerted to stories relevant to their interest</div> <div>Need to determine how you can monetize your app and the essential features needed to make it successful</div> </div>	<div> <div>news APIs can connect between online news and time applications.</div> <div>Show estimated Reading</div> <div>Operating as a 24- hour news service directly to a user's device</div> </div>	<div> <div>Each news article's estimated reading time can be displayed as part of a thumbnail and one user has clicked on the article</div> <div>Manage content into categories that users can follow, browse and opt-1</div> </div>
<div>  <h3>Goals & motivations</h3> <p>At each step, what is a person's primary goal or motivation? (“Help me...” or “Help me avoid...”)</p> </div>	<div> <div>Audience will depend on their specific needs and subjects of interest</div> <div>Allow users to create and manage a profile</div> </div>	<div> <div>Have social integration so that users can share content across their social media channels with ease</div> <div>Users should able to engage with news content by liking, commenting, sharing and saving an article for later</div> </div>	<div> <div>Content more interactive</div> <div>Increase the possibility of going viral and allow users to return to content they find interesting</div> </div>	<div> <div>A successful news feedback</div> <div>Enable users to find interesting content related to their likes, saved articles and favorite categories</div> </div>	<div> <div>Allowing user to categories, hashtags and individual articles relevant to their interests</div> <div>Manage content into categories that users can follow, browse and opt-in for notifications for a single topic</div> </div>
<div>  <h3>Positive moments</h3> <p>What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?</p> </div>	<div> <div>Satisfies Customer's needs</div> <div>Better informat</div> </div>	<div> <div>Immediate knowledge of breaking news</div> <div>Top trending news</div> </div>	<div> <div>information in a visualize way</div> <div>Observe and witness true events</div> </div>	<div> <div>Audio and Video element</div> <div>Economic crisis</div> </div>	<div> <div>Reporting and analytics</div> <div>Real news with real time update</div> </div>
<div>  <h3>Negative moments</h3> <p>What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?</p> </div>	<div> <div>Information True or false Fake</div> <div>Influence on news</div> <div>Inappropriate about children</div> </div>	<div> <div>negativity</div> <div>Favorable to parties for some reasons</div> </div>	<div> <div>Political control</div> <div>Fake news</div> <div>affecting the Children Knowledge</div> </div>	<div> <div>Normalizing Violence</div> <div>Financial frauds</div> </div>	<div> <div>Beat around the bush</div> <div>Debate</div> <div>Fighting between the parties</div> </div>
<div>  <h3>Areas of opportunity</h3> <p>How might we make each step better? What ideas do we have? What have others suggested?</p> </div>	<div> <div>Focus on highly shareable, relevant and valuable content</div> <div>Making a comeback as part of the broader industry pivot to reader revenue</div> </div>	<div> <div>Tie-ups with book and magazine publishers, whereas the platform acts as a distributor for these books, collects the revenue from users and shares it with publishers who in turn share with</div> <div>Delivering customized news stories to different users, based on several factors and criteria</div> </div>	<div> <div>Deep understanding of consumer behavior when it comes to news and current affairs</div> <div>Create coverage reports automatically for clients</div> </div>	<div> <div>Dont waste time collecting, normalizing and deduplicating data from thousands of sites</div> <div>User should able to engage with news content by Liking, commenting, sharing and saving an article for later</div> </div>	<div> <div>Encourage users to share content across their social media channel</div> <div>provide coverage reports for the clients</div> </div>