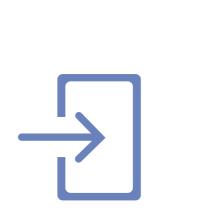
SCENARIO

Browsing, booking, attending, and rating a local city tour



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?



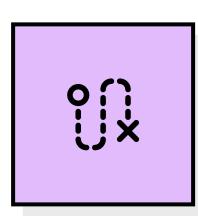
Exit

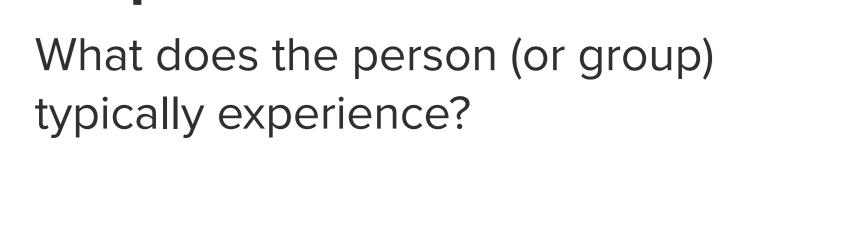
What do people typically experience as the process finishes?

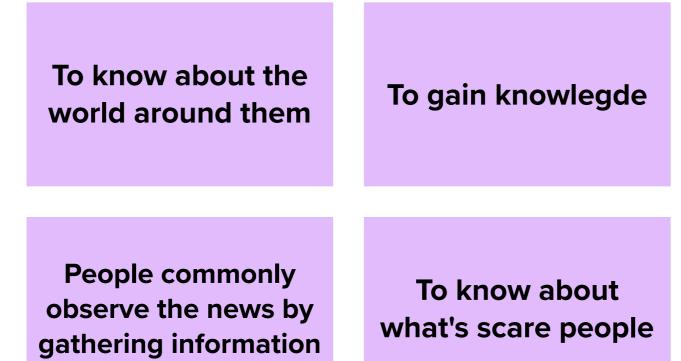


Extend

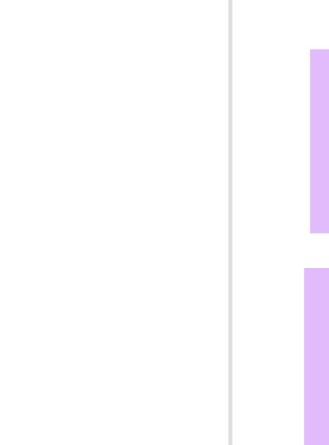
What happens after the experience is over?



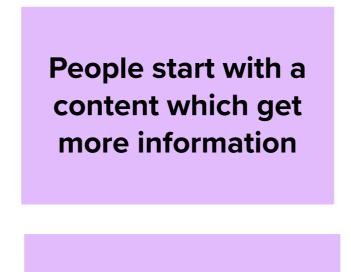




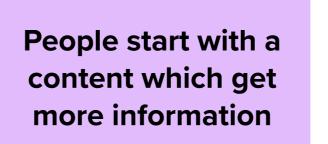
what's scare people

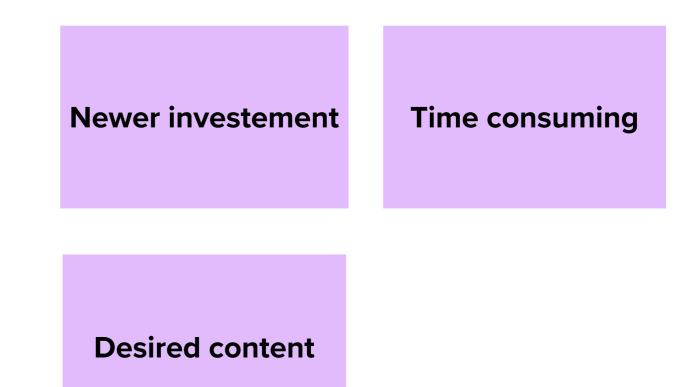




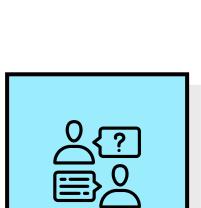








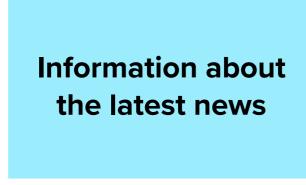




Interactions

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?

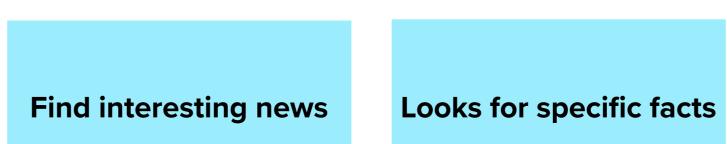


Search functionality

headlines







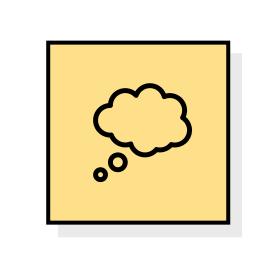
Search functionality



Need to determine hoe you can monetize educate you

Connect with online

Should estimated reading time

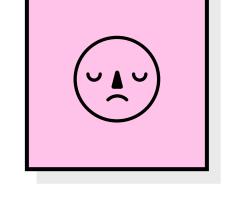


Goals & motivations

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

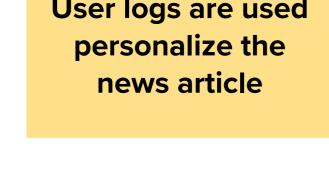


What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?

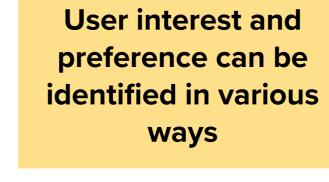


Negative moments

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



specific needs and subject of interest





People can read

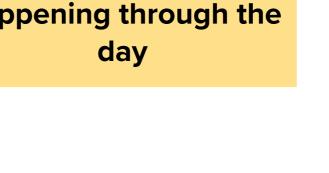
the news on the

top of notification





headlines about what happening through the the world day





Daily updates

Real news with

reading with good vocabulary

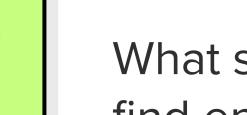
chance of better

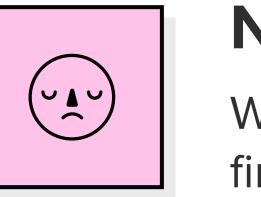
based on thier interest

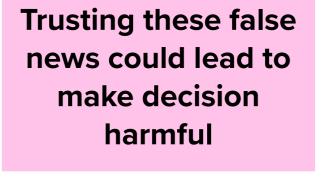
Allowing user to find

categories,hashtags

and idividual articles







technology

Influence on false

Big interactive data



Fake news has a negative effects

Content more

interactive

People knowledge based on reading news it will more frustation

Fake news

Gives us a brief

knowledge into the

real happening

After revealed, it was

a fake news,people

have less hope of

this news

Successful news

Financial frauds

knowledge

Beating around the

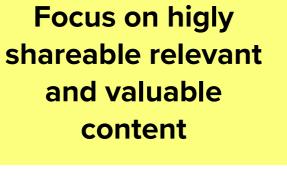
People can have

Fighting between the



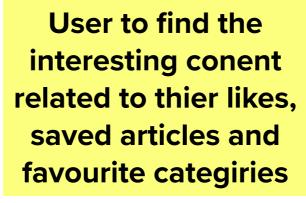
Areas of opportunity

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

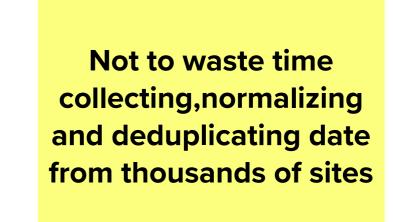


Create and share





Grab the accuarte news on social media



User can get their news straight off their smartphone

Provide coverage