

Customer Journey: Current State	Step 1	Step 2	Step 3	Step 4
<i>What is the customer thinking or feeling?</i>	Not getting Conventional reading application.	Not getting relevant news.	They Need to subscribe to get news.	May be this isn't the best.
<i>What is the customer's action?</i>	Looking for the Best News application.	Confused by their choice.	They will search proper information in news papers.	News from Social media news posts and news television channels.
<i>What is the customer's touchpoint with the business?</i>	By increasing the count visitors.	By Like ,Comments, Save and Share the news.	By customer regularly using this application.	By providing proper news according to their choice.
<i>What do we want to change about this step?</i>	By providing quick short news In our application.	Customer no need to subscribe to get news in our application.	Customer will have personalization features in our application.	Customer will not get unnecessary ads and also they will have basic life support.
<i>How and/or why will we make this change?</i>	By knowing uninterested topic or content.	Since we provide short crisp news user time is saved.	User using the app regularly will create awareness of their surrounding.	They can manage their profile and also they have search and filter option for getting news.