Project Title : News Tracker Application Customer Journey Map Project ID : PNT2022TMID45109



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| **Customer Journey Map for News Tracker Application** | **Visit and Sign Up**  How doessomeone initially become aware of this process? | **Login**  What do people experience asthey begin the process? | **Engage**  In the core moments in the process, what happens? | **Exit**  What do people typically experience asthe process finishes? |
| **Steps**  What doesthe person (or group) typically experience? | **Register to Choose the View View short News Tracking categoryof Headline & local news Webb App news. (stories)**  Unregistered Client Users can browse Client canread visit the application through the various the headlines and and explore the news articles listed detailed news  pages | **Log in to visit the**  **the Dashboard**  **application**  User login The client visits  into the the  application dashboard | **Set their News Read the Browse Read & write preference News Articles Topics Comments**  Client can set their Clent can read the Client can Client can read news category news articles as browse for the & write the preferences per their choice various topics comments | **Close the Logout of the App App**  Client can close the Clientcan  t application after logoutof the  hey are done  reading application |
| **Interactions**  What interactionsdo 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 objectswould they use? | Client interacts Client interactswith Client interacts with the front end the news listingsto sign up with the of the application signupmodule to application  view the news. | Client interacts Client interactswith with the news the navigation pane dashboard. di to switch to s.  fferent topic | Client interacts Client interactswith dash withthe tings the search tab to to board seteir browse for the topics  update th  preferences of their interest  Client interacts with Client interacts  the feed page of the with the comments  news app to read section to post their  the news articles coomments | Client simply hit Clientsinteract with the back buttonto the log out button close the to log out of the  application application |
| **Goals & motivations**  At each step, what isa person’s primary goal or motivation? (“Help me...” or “Help me avoid...”) | Help me be Help me get Help avoid time informed about crisp & clear consuming happenings. information. articles. | Help registered Help even  clients get unregistered client content based on to view trending  preferences. news. | Help client unr Help avoid nt  focus on their egistered clie  avoid posting  preferences. comments | Helpclientsto close Help clients to log out of the applicationand the application after they endtheir journeyin are done engaging with the app. the application |
| **Positive moments**  What stepsdoesa typical person find enjoyable, productive, fun, motivating, delightful, or exciting? | Providing Engagement of preferences at the client with the help time of registration. of comments and ( Personalization ) likes. | Active engagement Allow clients to  because of filtered share their  news on opinions. through  preferences. comments | Feedback in the Complement  formof others views on  comments.  articles using likes. | Hit the home log out of the  buttonto quickly application to end  the interaction  exit the application session with the app |
| **Negative moments**  What stepsdoesa typical person find frustrating, confusing, angering, costly, or time-consuming? | Fear of missing Unfiltered  out important sensitive news  news. can bring anxiety. | Clients can Unregistered clients missout important may find it frustrating news if it is not a  to search for topics part of  of interest each time. their preference. | Differences of Conflicts on  opinions on opinions on comments section comments section | Sessiontime Unregistered clients  outscanmake may not get the chance to provide  clients frustrated. feedback. |
| **Areas of opportunity**  How might we make each step better? What ideasdo we have? What have otherssuggested? | Allow client to Provide registered search for topics clientswithcontent of interest, basedonhis/her  preference. | Provide login Provide a drop  optionthrough downbox which  Gmail, to allow helps clients  easy login. pr select s.  eference | Provide clients with Allow clientsto clearly aggregated share articlesto categories of news. their social media | Get feedback Pleasant from clents (Star messages on the rating) on log out. log out screen. |