

Project Design Phase-II

Customer Journey Map

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Team ID	PNT2022TMID32326
Project Name	News Tracker Application

SCENARIO Go to website, create account, login and start read the news	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?
Steps What does the person (or group) typically experience?	Visit Website Click on account Create account Sign in	Choose your favorite category news View headlines of the news Set the full content of the headlines Click on the full content of the headlines to view the full content of the headlines in the news browser	Get interested with categorized news Click on about the political news Reading News are available to read news Contact Support	Logout User can able to login by clicking from the website	Personalized News recommendations User's personalized News are available in homepage
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?	Login section of the Website Create account section of the website Read/Notification news to create account section in the website Sign in section of the website	Click on content of the news browser Read/Notification news to create account section in the website Read/Notification news to create account section in the website	User interested with the full content of the headlines User click on the news browser Reading News are available to read news User can able to login by clicking from the website	Logout section of the website User can able to login by clicking from the website	Personalized News recommendations User's personalized News are available in homepage
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")	Help me to create an account Help me to create my account Help me to login into the website	Help me to select and read news Help me to select the news Help me to select the news	Help to be interested with the news browser Help me to read the news browser Help me to read the news browser Help me to read the news browser	Help me to login from the website Help me to login from the website	Help me to get personalized news
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	It is very easy to create an account It is very easy to login into the website	News are available to read news It is very easy to select the news	User can able to read the news browser Reading News are available to read news User can able to login by clicking from the website		User can able to get personalized news
Negative moments What steps does a typical person find frustrating, confusing, engaging, costly, or time-consuming?	Registration page is not easy to use Registration page is not easy to use	News are available to read news It is very easy to select the news	User can able to read the news browser Reading News are available to read news User can able to login by clicking from the website		
Areas of opportunity How might we make each step better? What ideas do we have? (What ideas do we have?)	User can able to login by clicking from the website User can able to login by clicking from the website	User can able to select the news User can able to select the news	User can able to read the news browser Reading News are available to read news User can able to login by clicking from the website		