Project Design Phase-II
Customer Journey Map

Date	03 October 2022
Team ID	PNT2022TMID32365
Project Name	Project - News Tracker Application
Maximum Marks	4 Marks

Customer Journey Map:

User journey
by the Design Team of Accenture Interactive NL

People 2–9	Time 30 min	Difficulty Beginner

Creating a user journey is a quick way to help you and your team gain a deeper understanding of who you're designing for, aka the stakeholder in your project. The information you add here should be representative of the observations and research you've done about your users.

1 Phases High-level steps your user needs to accomplish from start to finish	Purchasing device	Downloading the application	Create an account	Choosing the necessary genre
2 Steps Detailed actions your user has to perform	Make sure we have required money / Android or IOS / Payment mode	Good internet connectivity / Gmail account or apple id / Enough storage	Login credentials / Mail id / Different signin modes	Prefered languages / Area of interest / International or local
3 Feelings What your user might be thinking and feeling at the moment 👍	Excited to have new device	Eager how well this works	Successfully created	Reading based on the interest
👎	Is the device affordable?	What if the space and data insufficient	Will my information secured	Unwanted notifications
4 Pain points Problems your user runs into	Is the device affordable?	What if the space and data insufficient	Will my information secured	Unwanted notifications
5 Opportunities Potential improvements or enhancements to the experience	Regularly checking on newly launched devices	Delete unwanted files and proper wifi	Double check privacy and policy	Follow only the required genre

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