

Document an existing experience

Narrow your focus to a specific scenario or process within an existing product or service. In the **Steps** row, document the step-by-step process someone typically experiences, then add detail to each of the other rows.









NEWS TRACKER APPLICATION	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?	Want to read news Visit website or app Choose categories of interest User need an app to read the daily news User navigates to the app to read the daily news The user choose their interested category in the category section	User can create the account by login into the app by entering mail id and password Email confirmation User will receive confirmation email once they have registered for the app	Get their interested news Get notification After selecting the categories the user will get the news belonging to those category User will get the notification of top trending news	Writing and submitting review Providing a feedback option The user writes review and gives the app star rating The user shall fill their feedback by going to feedback option in the app	Personalized recommendations The user receives personalized recommendation of news
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 News apps in playstore Download the app from playstore News category section in the app	Login page in the app User's Email(software like outlook or website like Gmail)	Feed page in the app Notification or status bar on the top of the user's mobile screen	Ratings and reviews section in playstore	Recommendations span across the app
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me" or "Help me avoid")	Help me read daily news news Help me avoid reading news from fake app Help me see what i interested to see	Help me to login into the app without facing any issues Help me to receive email confirmation without any delay	Help me to get my interested news in my feed Help me to not avoid any important news by giving notifications	Help me to spread the world about a great app experience and feedback for one that was not so good	Help me see what i could see next
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	It's productive to have an app exclusively for news reading It's exciting to see the category sections in the app		It's exciting to have my interested news in the top of my feed It's fun to receive notifications on important news	It's productive to share one's experience and feedback about the app which will help the developers to know and rectify their drawbacks	We think people like these recommendations because they have an extremely high engagement rate
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	some people may not be able to find may be confusing for their needed app some people	People may forget their password Getting a email confirmation may be delayed	People fear that the news may be fake	People describe leaving a review as an arduous process	
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	Instead of showing only the news of selected category we shall also show breaking news of other categories	We shall login into the app even via other social media ID's like facebook, Instagram	We shall have a bookmark option to read from where we left	We shall have a commenting option inside the app	