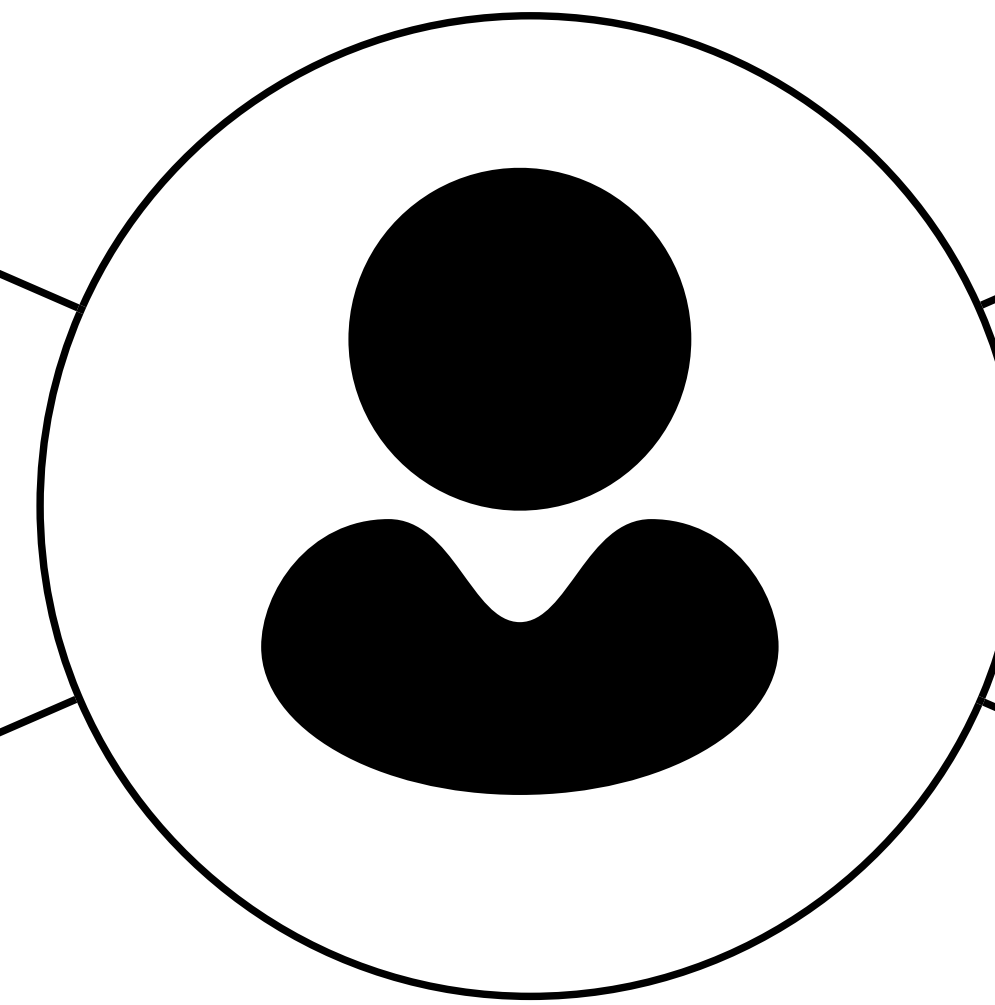


What do they
THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations



User Friendly
web interface

Get articles
based on
search
queries

Display top
headlines
when app is
open

What do they
SEE?

environment
friends
what the market offers

Personalized
experience

Prevent
confusion get
know breaking
news faster than
your competition

Whether it
is worth to
subscribe

What do they
SAY AND DO?

attitude in public
appearance
behavior towards others

Select a
particular
news
channel

Select a
particular
region

Select a
particular
topic for
search

What do they
HEAR?

what friends say
what boss say
what influencers say

PAIN

fears
frustrations
obstacles

Fake news

Thread of
malware
virus

Difficult to
update and
maintain

GAIN

"wants" / needs
measures of success
obstacles

Cost
efficient

Easy to
access

It helps to
stay
updated