



# What do they THINK AND FEEL?

what really counts  
major preoccupations  
worries & aspirations

- ads are irritating
- articles from various sources
- needs filters to filter out news
- overwhelmed

- inadequate
- anxious
- excited

# What do they HEAR?

what friends say  
what boss say  
what influencers say

- good comment on clear and correct news
- good comment on clear and correct news
- review given by friends

# What do they SEE?

environment  
friends  
what the market offers

- a news application with nice interface
- news app to follow up on the news
- crisp and clear news

# What do they SAY AND DO?

attitude in public  
appearance  
behavior towards others

- where to begin from
- need news in an orderly manner
- nobody is crisp and clear
- likes the news

- discuss with family members
- expresses his opinions on news
- follows up on news

## PAIN

fears  
frustrations  
obstacles

- must use this particular application
- must have internet and account

## GAIN

"wants" / needs  
measures of success  
obstacles

- can follow up on the news easily
- remote access to all news from the world