



What do they
THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations

- Maybe this isn't the best
- Will I get updated news
- Is the news reliable

- Quality news
- Best UI
- Personalized news

What do they
SEE?

environment
friends
what the market offers

What do they
SAY AND DO?

attitude in public
appearance
behavior towards others

- Are every news real?
- Is it easy to get API?
- Is it easy enough to get the news

- Bug free application
- Ad-free
- Real time news

What do they
HEAR?

what friends say
what boss say
what influencers say

PAIN

fears
frustrations
obstacles

- Unexpected Bugs
- Lack of knowledge on domain
- Difference in opinions

GAIN

"wants" / needs
measures of success
obstacles

- 1M+ Downloads
- Excellent reviews
- Repeated readers