

*What do they*  
**THINK AND FEEL?**

what really counts  
major preoccupations  
worries & aspirations

- Efficient
- Easy to use
- Cozy

- Time Efficient
- Quick response

*What do they*  
**HEAR?**

what friends say  
what boss say  
what influencers say

- Convenient App
- All in One
- Extremely useful

*What do they*  
**SEE?**

environment  
friends  
what the market offers

- Traffic
- Walking
- Metropolitan environment
- Home
- Travelling

*What do they*  
**SAY AND DO?**

attitude in public  
appearance  
behavior towards others

- Register an Account
- Browse through the website
- Read news
- Customize their profile

- Login to their account
- Comment on the news
- Bookmark the news
- Switch from Light to Dark Mode and vice versa

**PAIN**

fears  
frustrations  
obstacles

- Need of Internet Connection
- Bad for eyes (long term)
- Decreases mobile battery.

**GAIN**

"wants" / needs  
measures of success  
obstacles

- Read news from all sources
- Reduced time.
- Comfortable to read
- Bookmark news
- Everything in one place
- Save money