Empathy Map Canvas - News Tracker Application

Gain insight and understanding on solving customer problems.

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What do they THINK AND FEEL?
what really counts
major preoccupations
worries & aspirations

- I hope this app shows what I want to see
- Annoying to go through too much news
- Time consuming

What do they HEAR?
what friends say
what boss say
what influencers say

- Friend says "I chose the news tracker application to see relevant news"
- Boss says "I choose the news tracker application to keep up with the latest trends which helps me and my company."
- Influencers says "News Tracker applications are great . They help to reach my content which are of good quality"

What do they SEE?
environment
friends
what the market offers

- Social Talks between friends
- Lots of ads
- I see Articles with current affairs
- Social Media News
- TV News
- There is no proper application for news tracking
- We see news from all categories
- Abundance of Unnecessary news

What do they SAY AND DO?
attitude in public
appearance
behavior towards others

- I need which Goes through all the news and displays the relevant news
- I want to use an application worth my time
- Service available for 24/7

PAIN
fears
frustrations
obstacles

- Slow rate of delivery
- Fake news
- Spamming of messages

GAIN
"wants" / needs
measures of success
obstacles

- Data Privacy
- Filtered Relevant News
- Quick news updates
- Regional News
- Ad Free Experience