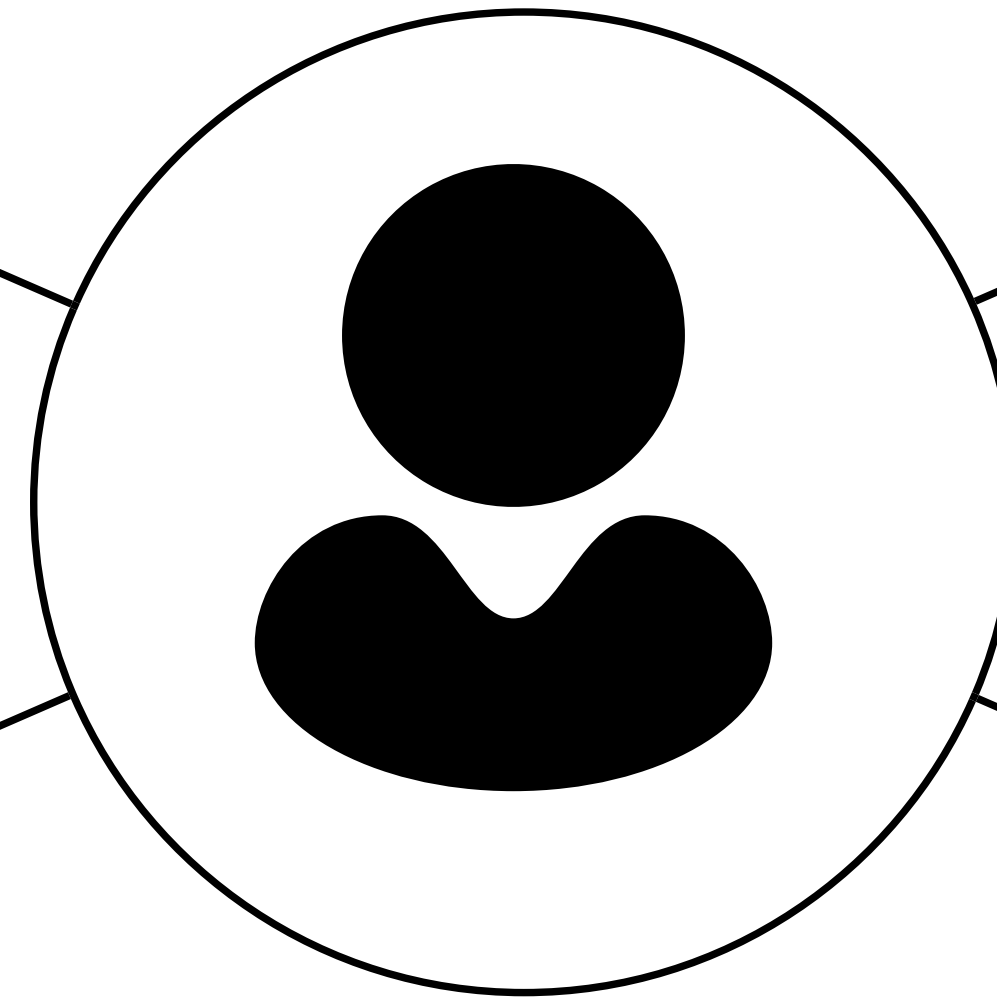


What do they THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations



What do they HEAR?

what friends say
what boss say
what influencers say

Situations
of various
places

Updates
about
specific
products

Economical
Information

Accurate
Information
about latest
news

Political and
economical
status of the
world

Engaging
information
about
trending
topics

What do they SEE?

environment
friends
what the market offers

Categorised
news

Hot Topics
of latest
news

Advertisements
which are
relevant to the
user

What do they SAY AND DO?

attitude in public
appearance
behavior towards others

Preference
to every
news

Suggest
relatable
content

Simple and
effective
interface

Smooth
transitions

PAIN

fears
frustrations
obstacles

Delay to
load a
particular
news.

Irrelavant
news
content

GAIN

"wants" / needs
measures of success
obstacles

Updating with
latest
information
about event

providing
news
sectionally

Able to
view Live
updates