



PAIN

fears
frustrations
obstacles

news articles that are not arranged in a proper order may cause confusion.

Being suggested with inaccurate news from unreliable news channels

having to go through unrelated news articles is a waste of time.

GAIN

"wants" / needs
measures of success
obstacles

news articles from well known news channels that are reliable should only be recommended to the user.

the articles should be properly sequenced according to the time line.

News articles must be displayed on the home page in accordance to the past activity and the interests of the user.