various news web sites to collect the required news, each time user opens t application he must find some new news articles in his feed. This will prevent the user from

IF NEWS IS ORGANIZED INTO VARIOUS SECTIONS THAT WOULD BE MUCH MORE BENEFICIAL FOR THE NEWS READER.

getting bored.

READING MUCH OF ONES TIME

## What do they HEAR?

what friends say what boss say

what influencers say

having to go

through

unrelated news

articles is a

waste of time.

THE AUTHENTICITY OF THE NEWS SOURCE MUST BE VERIFIED BEFORE DISPLAYING IT TO THE USER

everything must be available at a single destination. the length of the news articles must

NEWS SHOULDN'T CONSUME

Instead of searching in

timely

update of

the news is

very

important.

Diverse news From

various news

channels is

important for the

user to get

proper

knowledge From

different

THE NEWS ARTICLES MUST BE FILTERED ACCORDING TO THEIR ACCURACY.

be less

the efficient and effective way to know the much needed news is to read short news articles comprising the entire news.

The date and time of the publication of that particular news can be displayed along with it.

News articles from the trusted news sources alone should appear in the news feed.

## What do they

THINK AND FEEL?

Every news articles must be perfectly organized, so that the user can efficiently spend his time reading whatever he needs

IT IS POSSIBLE

INFILTERATE INTO

THE NEWS FEED.

THIS MUST BE

PREVENTED AND

PROPERLY

RESTRAINED FROM

HAPPENING

FOR FAKE NEWS TO

what really counts major preoccupations worries & aspirations

Breaking news, which is of very much importance should be highlighted and displayed separately.

news articles must be

displayed according to

their importance in a

proper order.

News tracker

CONCISE NEWS ARTICLES ARE ALWAYS MUCH LIKED

user also can be suggested with various different useful tips for productivity, time management etc

application

CAN BE DISPLAYED BENEATH THAT What do they NEWS ARTICLE.

SAY AND DO? attitude in public appearance behavior towards others

according to the users previous activity, new news articles can be suggested and displayed for the user to see in the home page.

NEWS RELATED TO

THE NEWS

ARTICLE THAT THE

USER HAS OPENED

PARTICULAR

News from premium news sources should be given the top priority.

News should be segregated into different sections such as sports, education, entertainment etc.

**News that** 

belongs to the

previous dates,

becomes visible

while scrolling

down.

The interface of the home page can be made attractive and easy to navigate.

> **News articles that** contains breaking news is given the top priority and is displayed at the top.

The home page is divided horizontal wise into three columns. the column present in the middle contains the n list of news articles and the other columns contains the necessary menus for navigating.

What do they

environment **Set of menus** friends having options to what the market offers switch between local, national,

News are organized into various sections depending on the domain. eg entertainment, music, movies, technologies etc.

SEE?

the home page may be divided into various sections which contains various varieties

of news.

the structure of the applications home page should be such that everything is easily visible to the user.

international

news

## PAIN

fears frustrations obstacles

Being suggested with inaccurate news from unreliable news channels

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

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

## GAIN

News feed that is

divided into

various sections.

**Each section** 

having a different

category of news

"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.