

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

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

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

PAIN

fears
frustrations
obstacles

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

GAIN

"wants" / needs
measures of success
obstacles

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