



What do they THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations

There are
more and a
different
category app

Promoting
news
subscription
services

It is good
tool to
promote
news

Content
their
sentimental
analysis

Keep
tracking on
news map

Stories
updated
automatically

More popular
news appears
larger in map

What do they HEAR?

what friends say
what boss say
what influencers say

What do they SEE?

environment
friends
what the market offers

What do they SAY AND DO?

attitude in public
appearance
behavior towards others

It Displays
Updates of
headlines

Have machine
learning based
news on user
preference

News alert
via emails
and sms

PAIN

fears
frustrations
obstacles

Headache

Photophobia

Migraine

GAIN

"wants" / needs
measures of success
obstacles

Key
Generation

Lead
Generation

Stay
Updated