

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

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

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

PAIN

fears
frustrations
obstacles

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

GAIN

"wants" / needs
measures of success
obstacles

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