

Says

What have we heard them say?
What can we magine them saying?

Thinks

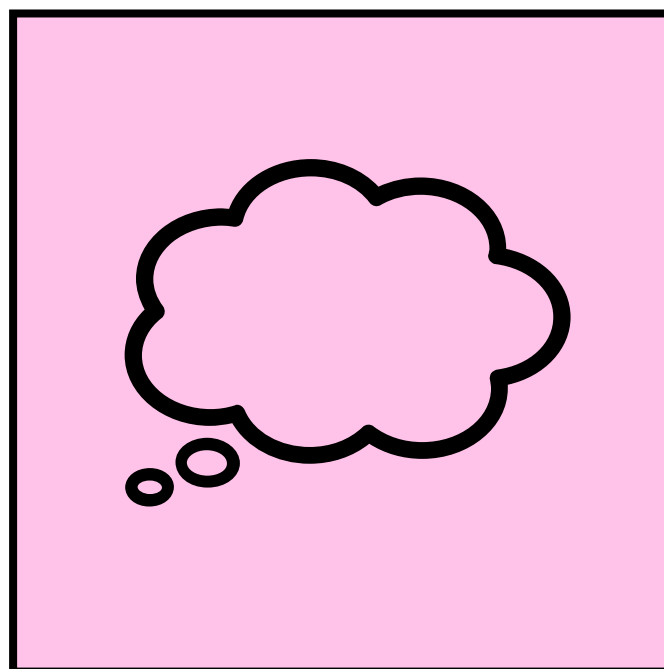
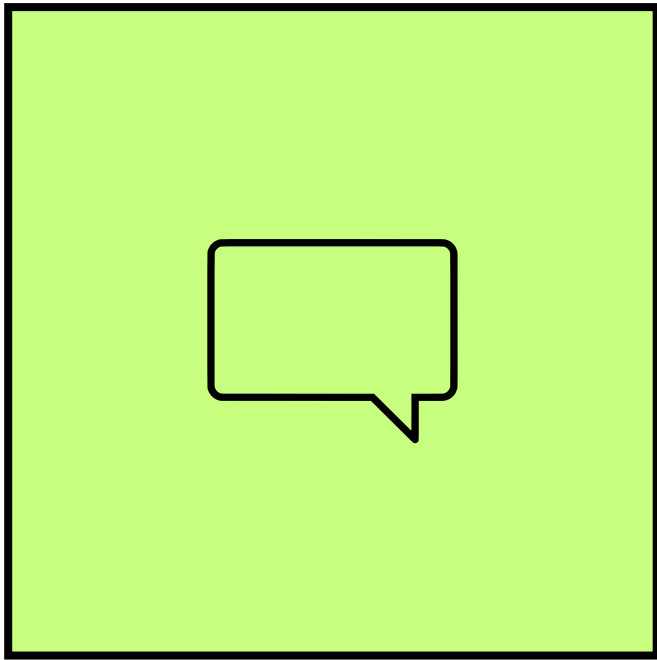
What are their wants, needs, hopes,
and dreams? What other thoughts
might influence their behavior?

Is this easily
readable?

Is
Information
are useful to
the user?

Is this useful
in day-to-
day life?

Information
either be
True/False



This is
efficient way
to deliver the
news

It covers all
types of
news

Is it
interesting?

Is this
updated?

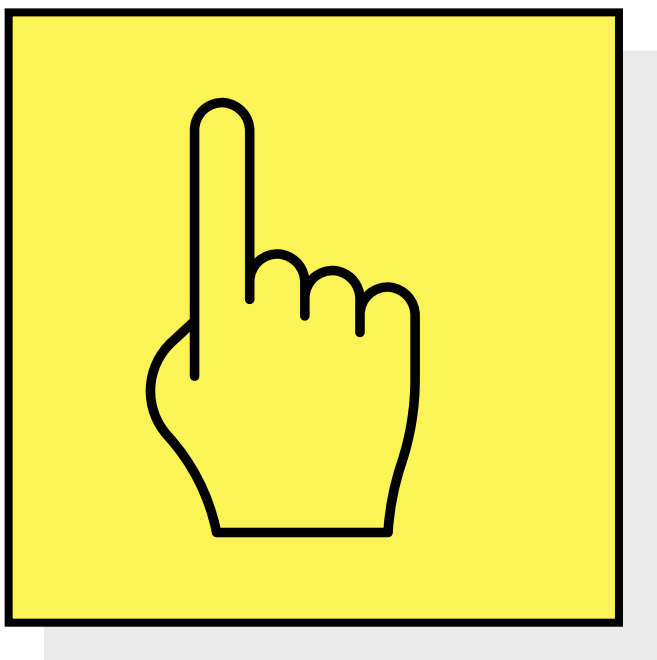


Page can be
refreshed
several times

Shows
information
of different
topics

Does it
consumes
more
network?

Does it
affects my
battery
usage?



Can adapt
to any type
of network

Works only
in online

Any lag
or page
loads very
slowly

Too
many
same
contents

Does

What behavior have we observed?
What can we imagine them doing?

Feels

What are their fears, frustrations, and
anxieties? What other feelings might
influence their behavior?