

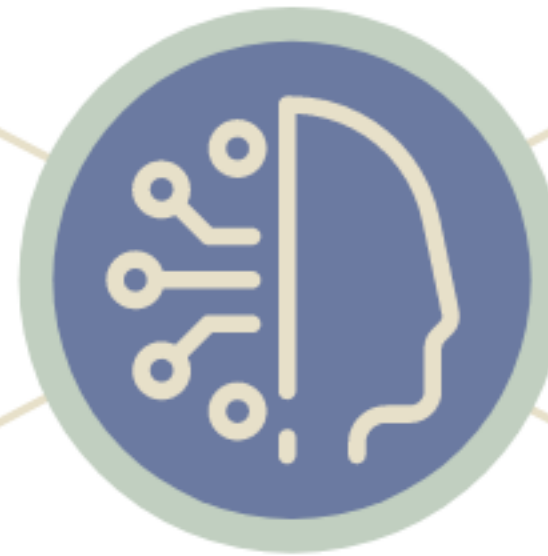
# NEWS TRACKER APPLICATION

## WHAT DO THEY THINK AND FEEL?

1. IS THIS IDEA OF GETTING INSTANT NEWS UPDATES ON THE PHONE POSSIBLE?
2. CAN EVERYONE UNDERSTAND AND USE THIS APPLICATION?

## WHAT DO THEY HEAR?

1. TAKES TIME TO GET USED TO
2. CONSUMES LOT OF DATA



## WHAT DO THEY SEE?

1. INSTANT NEWS UPDATES
2. PERSONALIZED NEWS

## WHAT DO THEY SAY AND DO?

1. NEWS TRACKER IS USEFUL
2. RECOMMENDS TO A FRIEND

## PAINS

1. SERVER DOWN
2. NETWORK ISSUES

## GAINS

1. QUICK NEWS
2. NEWS IN THEIR PALM
3. SAVE MONEY AND TIME