

**WHO are we empathizing with?**

Who is the person we want to understand?  
What is the situation they are in?  
What is their role in the situation?

update and  
delete

Main Admin  
can add  
Users,  
Writers, and  
News

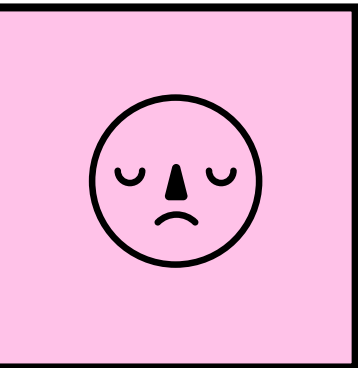
sign up

App  
development

login  
&logout

**PAINS**

What are their fears,  
frustrations, and anxieties?



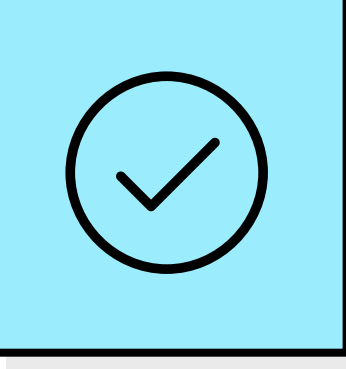
manage  
login and  
database

What other thoughts and feelings might influence their behavior?

Read Later

Delete news

Bookmark  
News



**What do they DO?**

What do they do today?  
What behavior have we observed?  
What can we imagine them doing?

**GOAL**

**What do they THINK and FEEL?**



**GAINS**

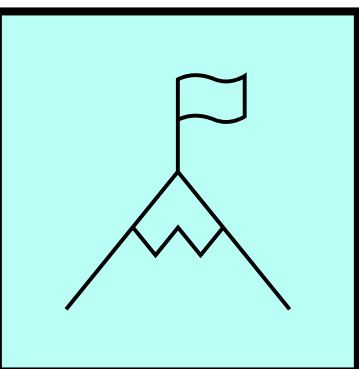
What are their wants,  
needs, hopes, and dreams?

view and  
search news

Add to  
favorites

**What do they need to DO?**

What do they need to do differently?  
What job(s) do they want or need to get done?  
What decision(s) do they need to make?  
How will we know they were successful?

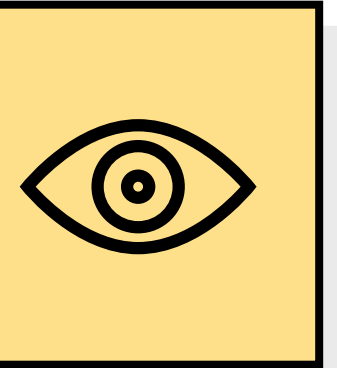


Admin Panel

NEWS API

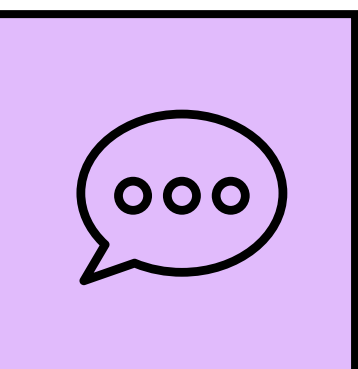
Short NEWS

Headlines



**What do they SEE?**

What do they see in the marketplace?  
What do they see in their immediate environment?  
What do they see others saying and doing?  
What are they watching and reading?



**What do they SAY?**

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

Offline  
Reading

Informative