



What do they THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations

- Unwanted contents
- Quick response
- easy to use
- Time Efficient

What do they HEAR?

what friends say
what boss say
what influencers say

- All in one
- Extremely handy
- Convinent

What do they SEE?

environment
friends
what the market offers

- High-Traffic city
- Home
- News
- Travelling

What do they SAY AND DO?

attitude in public
appearance
behavior towards others

- Register and Login
- Comment on the news
- Browse through website
- Customizing the profile

PAIN

fears
frustrations
obstacles

- Need for Internet connection
- Spending more time on screen
- Battery Power consumption
- Bad for eyes (long term)

GAIN

"wants" / needs
measures of success
obstacles

- News from all sources
- Comfortable to read
- News feed according to their interest
- Saving time and money