



What do they
THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations

IS THIS
APPLICATION
EASY TO USE

WILL THIS
APPLICATION
GIVE CORRECT
AND RELIABLE
NEWS UPDATES

NEWS
FONT AND
SIZE

IS THE NEWS
AVAILABLE
IN ALL THE
LANGUAGES

What do they
SEE?
environment
friends
what the market offers

NEWS
TEMPLATES

What do they
SAY AND DO?

attitude in public
appearance
behavior towards others

COMPARES
THIS
APPLICATION
WITH OTHER
APPLICATIONS
AVAILABLE

ADVANTAGES
AND
DISADVANTAGES
OF THE
APPLICATION

ASK FEEDBACK
FROM OTHER
READERS ABOUT
THE CLARITY AND
DETAILS OF NEWS

PAIN

fears
frustrations
obstacles

CAN THIS
APPLICATION
BE ACCESSED
ANYWHERE
AND ANYTIME

IS INTERNET
CONNECTION
REQUIRED

GAIN

"wants" / needs
measures of success
obstacles

AN EASY
APPLICATION TO
USE INSTEAD OF
THE NEWSPAPER
HARDCOPY

GIVES SCOPE TO
MANY PEOPLE TO
READ NEWS JUST
BY SINGLE CLICK
FROM THEIR
ELECTRONIC
DEVICES

IS THIS
APPLICATION
AVAILABLE TO
ALL USERS
ACROSS THE
GLOBE

PERCEPTION
FROM OTHER
USERS

What do they
HEAR?
what friends say
what boss say
what influencers say

FEEDBACK
ABOUT THE
APPLICATION

OPINIONS OF
OTHER USERS
ON THE
RELIABILITY OF
NEWS