

Empathy Mapping

SAYS

DOES

Are the news displayed true and correct?

The news displayed are brief and in line with the customization.

Ability to sort out and customize news displayed.

Are my preferred news shown correctly?

All latest news must be updated at regular intervals.

Neatly organized and pleasing to the eyes.



Ease in reading important news

Will the application have regular updates?

Can I read in devices such as laptop, mobile and tablet

Reading only the important things improve the amount of news consumed

Saves a lotta time by skipping the unwanted nuances in news.

Can I modify what news I want based on my preferences

FEELS

THINKS