

NEWS TRACKER APPLICATION

I am

*The Unattached-
who bumps into
news rather than
seeking it out*

*The Explorer-
actively seeking
our news and
information*

*The Activists-
have already
established
families, careers
to their
community*

*frequent or
irregular news
reader*

*I am trying
to*

*access to social
/ entertainment
activities and
follow current
events*

*follow a variety
of current
events and
news topics*

*know what's
going on
recently in the
world*

*access news of
my own interest*

But

*do not want
to pay for
news*

*tend to not use
news for civic
for social
purpose*

*its confusing
where to
search over
the vast digital
media*

*its confusing
where to
search over
the vast digital
media*

Because

*digital media is
present in most
websites and its
not worth the
content to be
paid*

*news is not relevant
to what is required
as digital media is
present in most
websites*

*its unknown to
trust the website
referred*

*digital media is
present in most
websites and its
unknown to trust
the website
referred*

*Which
makes me
feel*

*not trust
worthy*

*time
consuming*

*infrequent
results that
make me
frustrated*

*time
consuming
and frustrated*