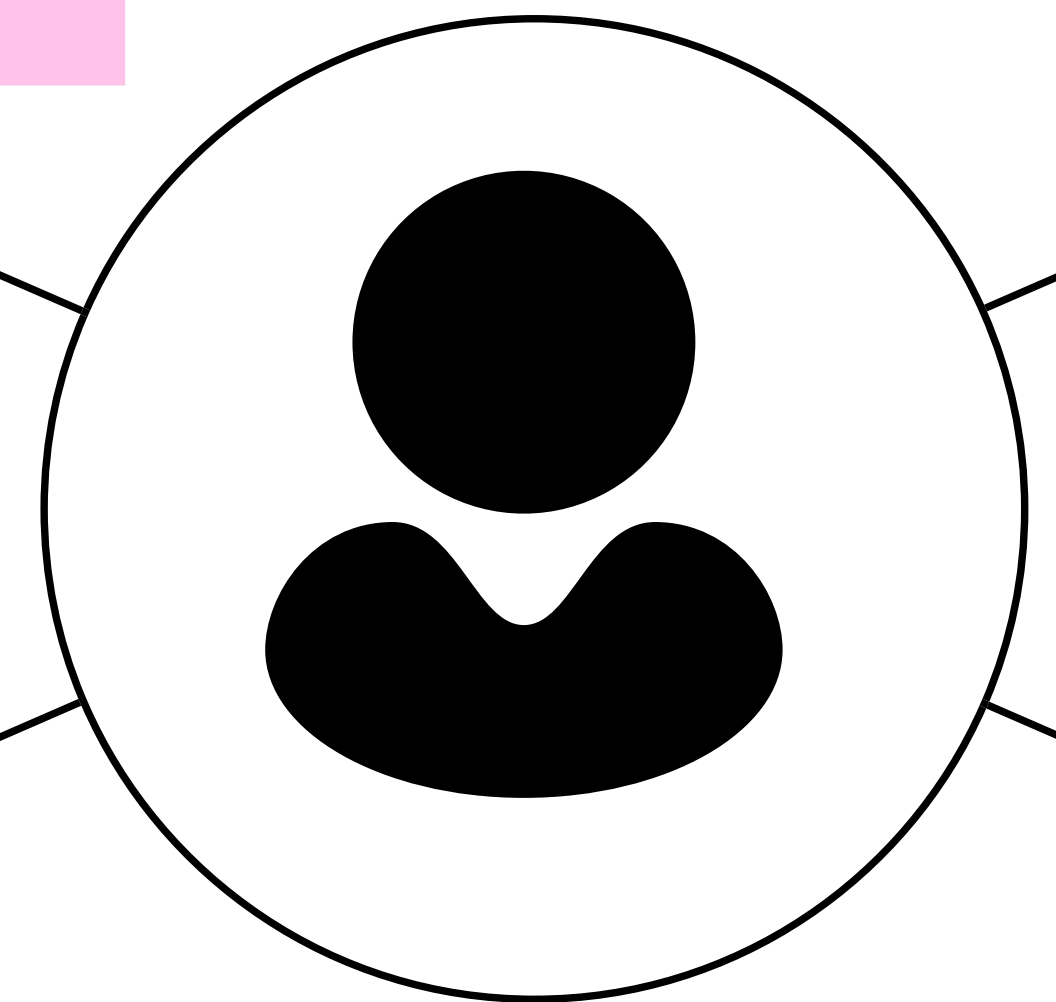


*What do they*  
**THINK AND FEEL?**

what really counts  
major preoccupations  
worries & aspirations



*What do they*  
**HEAR?**

what friends say  
what boss say  
what influencers say

*What do they*  
**SEE?**

environment  
friends  
what the market offers

*What do they*  
**SAY AND DO?**

attitude in public  
appearance  
behavior towards others

**PAIN**

fears  
frustrations  
obstacles

**GAIN**

"wants" / needs  
measures of success  
obstacles

Hear about the difficulties of using old methods

The influencers couldn't convey their ideas efficiently

Even the news related to work and interest couldn't be known easily

Coping up with work ,daily happenings and latest trends is hectic

They hide their stress inside and show off as if they are cool and are updated

They use traditional news finding methods to stay on trends

Conventional methods doesn't provide the news in which they are interested in

Afraid that they may become outdated

Frustrated as they couldn't stay on trends

Feel outdated in knowing latest news

Couldn't cope up with everything

We are busy

could be better if there is a better option to find latest news

conventional methods to see news is difficult

There aren't many easy ways to find updates in the market

friends are struggling to find updates in their busy schedule

The current situation is so hectic to use conventional methods to find latest trends

see the latest updates in conventional ways

They try to act as if they are still on trend

Need an easy way to stay on trends

Want a new tool to cope up with hectic schedules and with the world

In need of a tool to read what they feel is relevant and time saving