

EMPATHY MAP

What do they THINK and FEEL?

Happy: This application is easy to use

Saves my time

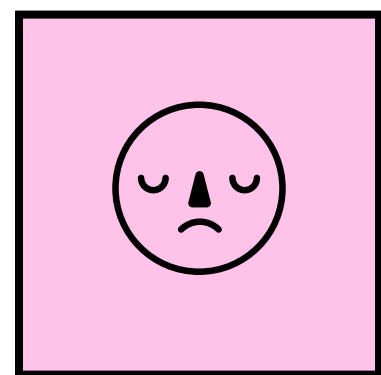
Response is fast and efficient

Curious: What other features are available?

Travelling people updates themselves via app

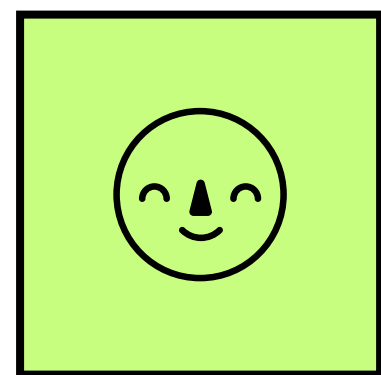
People in hurry fetch and read required news

PAINS



What are their fears, frustrations, and anxieties?

GAINS



What are their wants, needs, hopes, and dreams?

Need of good internet connection

Cost and Time efficient

To search exactly what is required

News from all sources and comfortability

News Tracker Application



What do they DO and SAY?

Customizes the profile

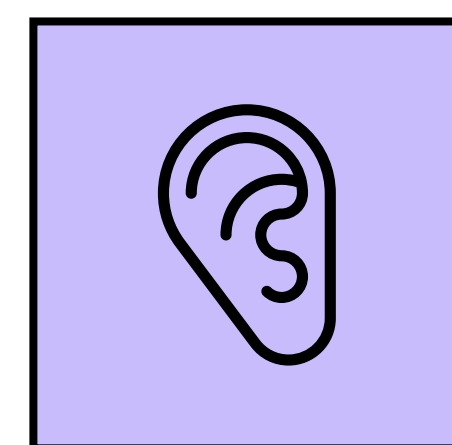
Register/ Login to their account

I will share this to my friends

Too many ads

News updates are fast and accurate

It is similar to other websites



What do they HEAR?

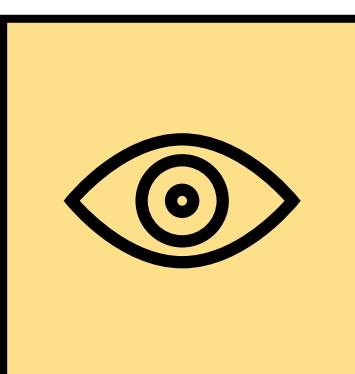
What are they hearing others say?
What are they hearing from friends?

Convenient application for news readers

Takes time in loading the page

Refreshes the page several times

What do they see in the marketplace?
What do they see in their immediate environment?



What do they SEE?

Search/ Filter option to track the favorites

Trending topics of country

I'll save this news for later purpose