

Empathy Map

What do they THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations

Clear user
experience

Comfortability
to reach goal

Seamless
news feed

easy to find
seeking
news

Daily news
update

everyone get
knowledge
about around
us

What do they HEAR?

what friends say
what boss say
what influencers say

unique
username

in prefered
languages

project
design

proper
presentation

proper User
interface

web
application

access the
location

connect
with news
api

collect the
data of user

store in
cloud

What do they SAY AND DO?

attitude in public
appearance
behavior towards others

use in
desktop as
well as
Mobile

filter the
particular
type of
news(most
visited)

subscribe a
particular
type of news

show most
liked or
viewed type
of news

collection
of news

proper
presentation

filter the
particular
type of
news(most
visited)

usage of
network

setting up
application
environment

What do they SEE?

environment
friends
what the market offers

PAIN

fears
frustrations
obstacles

it may take
time to
understand

usage of
Mobile by
children

some village
urban area
people does
not know
about it

GAIN

"wants" / needs
measures of success
obstacles

searching
time
reduced

get update
news

reduce the
cost of
newspaper

access
anywhere

save the
paper
cutting of
news

show
nearby
incidents

students also
like to see or
listen the
news