

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

what really counts  
major preoccupations  
worries & aspirations

Efficient

easy to use

Cozy

Time  
Efficient

Quick  
response

*What do they*  
**HEAR?**

what friends say  
what boss say  
what influencers say

Convenient  
App

All-in-One

Extremely  
useful

*What do they*  
**SEE?**

environment  
friends  
what the market offers

Traffic

Walking

Metropolitan  
environment

Home

Travelling

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

attitude in public  
appearance  
behavior towards others

Customize  
their profile

Switch from  
Light to Dark  
Mode and  
vice versa

Register an  
Account

Browse  
through the  
website

Read news

Login to  
their  
account

Comment  
on the  
news

Bookmark  
the news

**PAIN**

fears  
frustrations  
obstacles

Need of  
Internet  
Connection

Bad for  
eyes (long  
term)

Decreases  
mobile  
battery.

**GAIN**

"wants" / needs  
measures of success  
obstacles

Read news  
from all  
sources

Reduced  
time.

Comfortable  
to read

Bookmark  
news

Everything  
in one  
place

Save  
money