

Customer Journey: A Day in the Life	Morning	Afternoon	Evening	Nighttime
What is the customer thinking or feeling?	Daily updates	Read Breaking NEWS	Read Sports NEWS with cup of tea	Read on dates happening
What are the customer's actions or main priorities?	Cover different sections of NEWS like the business,economy, health,space,etc.	Prefer audio option more than reading	Like to be entertainment	Perceive the future as better than the past; have a positive mental picture of what's to come
What are the customer's biggest pain points at this time?	Not able to find the relevant NEWS	Continuous irritation because of advertisement	Not feeling the NEWS to be entertaining	Overwhelmed NEWS
How does the customer interact with our product at this time?	Embracing the Day	Feels like someone is telling the NEWS	Gives the chat partner [chat box]	Comforter