

# What do they THINK AND FEEL?

what really counts  
major preoccupations  
worries & aspirations



- Feel updated with recent news
- Gain more knowledge



# What do they SEE?

environment  
friends  
what the market offers



# What do they SAY AND DO?

attitude in public  
appearance  
behavior towards others

- Political news
- Economic news
- Sports news
- Current affairs
- Entertainment news
- Reports fake news
- Know about current affairs
- Make conversations on the news



# What do they HEAR?

what friends say  
what boss say  
what influencers say



- Feel confused about the truthfulness
- Whether its worthy or not to use the app
- Fake news
- Trending news
- Local news
- Recommended news
- Fact news
- Check whether the news is true or not
- Comments on the news
- Share with others



## PAIN

fears  
frustrations  
obstacles

- Excess of ads
- Delay in news update
- Fake news
- Unwanted news
- Unavailable in offline

## GAIN

"wants" / needs  
measures of success  
obstacles



- News from all over the world in a single tap
- Free access
- Personalized news
- Offline downloaded news
- Better user experience
- Language preferences