

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

Customize
their profile

Register an
Account

Browse
through the
website

Read news

What do they SAY AND DO?

attitude in public
appearance
behavior towards others

Switch from
Light to Dark
Mode and
vice versa

Login to
their
account

Comment
on the
news

Bookmark
the news

What do they SEE?

environment
friends
what the market offers

Traffic

Walking

Metropolitan
environment

Home

Travelling

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