PROBLEM   STATEMENTS

_____VENKAT_____ is an _____BUSINESSMAN_____

User name   User Characteristics

Who needs _____to get relevant information in economics_____

User Need

because _____he wants to grow his business_____

Insight

_____VIGNESH_____ is an _____POLITICIAN_____

User name   User Characteristics

Who needs _____to know issues in the society_____

User Need

because _____he wants to discuss it in parliment_____

Insight

_____VISHAL_____ is an _____STUDENT_____

User name   User Characteristics

Who needs _____to know daily news updates_____

User Need

because _____he wants to prepare for his UPSC preparation_____

Insight

_____**KHANNA**_____ is an _____**TRADER**_____

User name User Characteristics

Who needs _____to know cryptocurrencies and stock markets updates_____

User Need

because _____he wants to improve his profits/portfoilo_____

Insight

_____**ABISHEK**_____ is an _____**TECHI**_____

User name User Characteristics

Who needs _____to know updates related to latest technologies___

User Need

because _____he wants to stay updated and to feed his curiosity _____

Insight