

*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  
Register an  
Account  
Browse  
through the  
website  
Read news

Switch from  
Light to Dark  
Mode and  
vice versa  
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

Bookmark  
news  
Read news  
from all  
sources  
Reduced  
time.  
Comfortable  
to read  
Everything  
in one  
place  
Save  
money