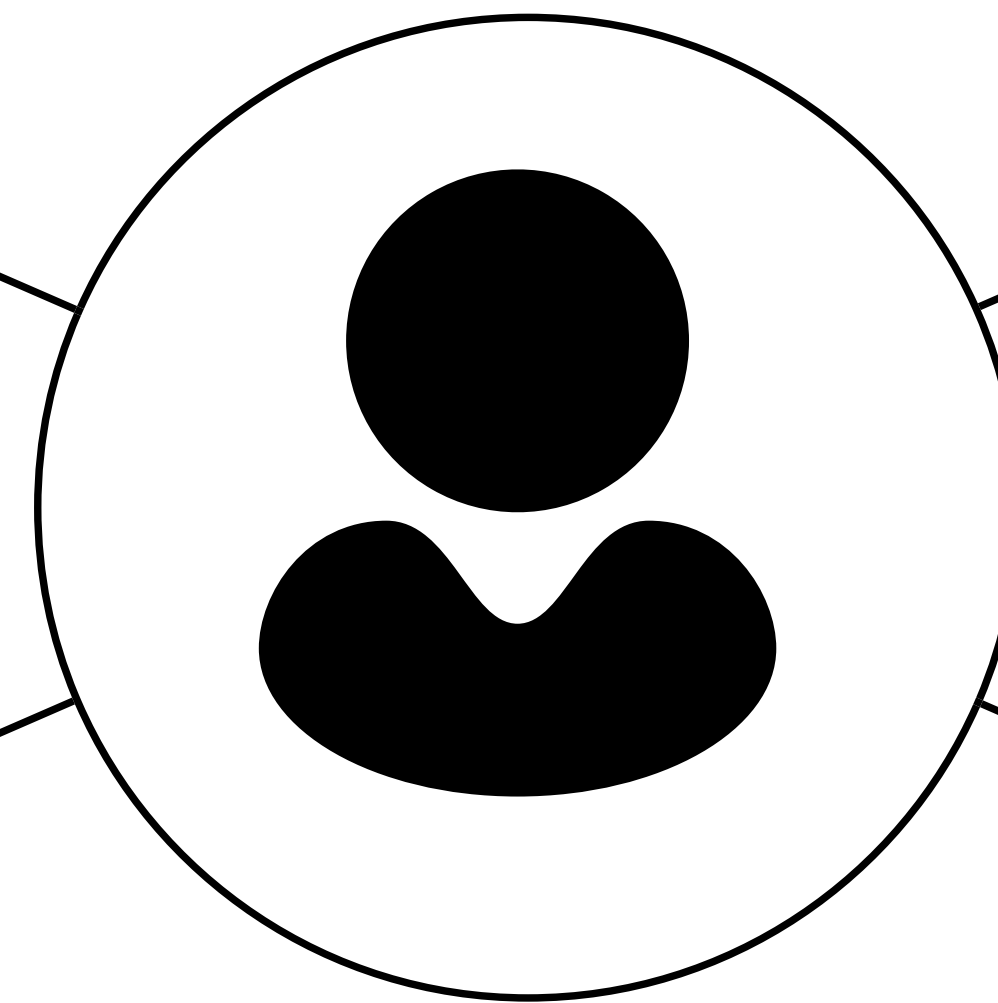


*What do they*  
**THINK AND FEEL?**

what really counts  
major preoccupations  
worries & aspirations



*What do they*  
**HEAR?**

what friends say  
what boss say  
what influencers say

Feel  
confused  
about the  
truthfulness

Gain more  
knowledge

Fack news

Trending  
news

Local news

Share with  
others

Report fake  
news

Feel  
updated  
with recent  
news

Whether its  
worthy or  
not to use  
the app

Sports  
news

Political  
news

Economic  
news

*What do they*  
**SEE?**

environment  
friends  
what the market offers

*What do they*  
**SAY AND DO?**

attitude in public  
appearance  
behavior towards others

Know  
about the  
current  
affairs

**PAIN**

fears  
frustrations  
obstacles

Unwanted  
news

Excess of  
arts

Unavailable  
in offline

**GAIN**

"wants" / needs  
measures of success  
obstacles

Free  
access

Better use  
experience

Language  
preferences