

## WHO are we empathizing with?

Who is the person we want to understand? What is the situation they are in? What is their role in the situation?

Updating the Current News.

# **GOAL**

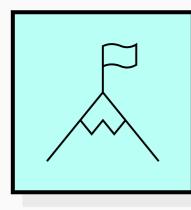
Assigned task are completed

#### What do they need to DO?

What do they need to do differently? What job(s) do they want or need to get done? What decision(s) do they need to make? How will we know they were successful?

Comfortable

to read



The stories are updated sucessfully.



### What do they HEAR?

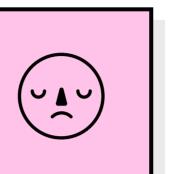
What are they hearing others say? What are they hearing from friends? What are they hearing from colleagues? What are they hearing second-hand?

People who uses application

What do they THINK and FEEL?

#### **PAINS**

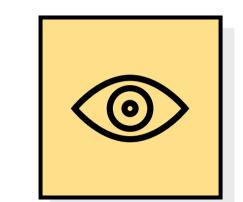
What are their fears, frustrations, and anxieties?



#### **GAINS**

What are their wants, needs, hopes, and dreams?

> Keep Tracking on news map



All in one

# Extremely handy

Convinent

Need for internet connection

Spending more time on screen

News feed according to their interest

Saving time and the Money

News from all Sources.

What other thoughts and feelings might influence their behavior?

Helps user to find the required information

Makes user work simple

# What do they SEE?

The more

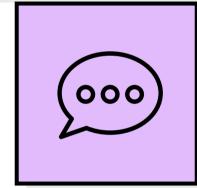
popular news

the larger it

appears in the

map

What do they see in the marketplace? What do they see in their immediate environment? What do they see others saying and doing? What are they watching and reading?



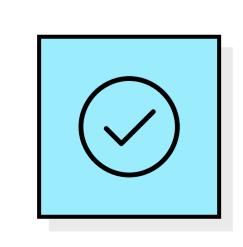
#### What do they SAY?

What have we heard them say? What can we magine them saying?

It is an Interactive database that tells a new news.

Machine learning Based and Social integratin for Sharing News.

They Generate very detailed profiles of Individuals.



## What do they DO?

What do they do today? What behavior have we observed? What can we imagine them doing?

Search news for the user