


Fases	Encounter	First Check	Deep Dive	Onboarding	Monitoreo
Actividad	Sees viral post on Instagram/FB	Googles key phrases from the post	Checks comments on original post	Gives up after 10+ mins of searching	Shares post anyway (or deletes it)
Emotions	<i>"This seems exaggerated... is it true?"</i>	<i>"Why are all results tabloids?"</i>	<i>"Some say it's fake, others believe it"</i>	<i>"I'll never know the truth"</i>	<i>"Better safe than sorry"</i>
Pain Points	Info lacks sources or context	Search engines prioritize engagement over accuracy	Crowd opinions are polarized/unverified	Time wasted, no clear conclusion	Fear of spreading misinformation
Opportunities for The App	Browser extension to flag suspicious content automatically	Curated source database in-app	Verified user badges + AI bias detector in comments	Quick-poll feature: <i>"80% of users marked this as misleading"</i>	Pre-share alert: <i>"This was flagged as biased by 3 experts"</i>
Experiencia	 <div>curiosos</div> <div>interesados</div> <div>Motivados Con claridad</div> <div>Satisfechos</div> <div>Frustración</div>				