

WHO are we empathizing with?

- College students, interns, or young professionals
- People who need smooth, reliable communication for group studies, internships, or events
- Users who are tech-savvy but may have limited patience for bugs or confusing



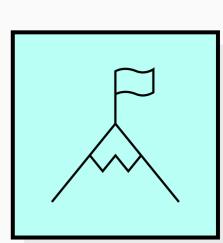
What do they HEAR?

- "Use Telegram, it's safer."
- "WhatsApp is not for serious work."
- "Why is the app not sending messages instantly?"
- "Try this new app, it's better for team chats."



What do they need to DO?

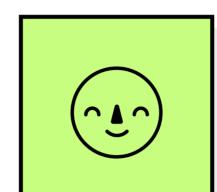
- Create or join chat groups easily
- Get real-time message delivery
- Share media, files securely
- Communicate quickly without distractions



What do they THINK and FEEL?

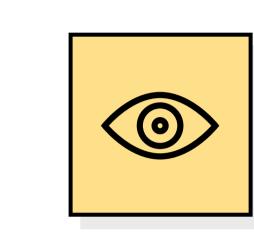
PAINS

- Frustration from buggy or laggy messaging
- Concern about privacy and data security
- Overwhelmed by too many features or cluttered interfaces



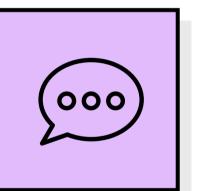
GAINS

- Want real-time, fast messaging
- Desire for a clean, simple UI that "just works"
- Hope to collaborate smoothly with peers or project groups



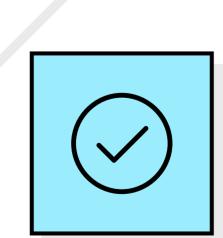
What do they SEE?

- Ads and pop-ups in free messaging tools
- Confusing chat layouts
- Other apps with polished UI/UX
- Friends using Discord, Telegram, Slack



What do they SAY?

- "I just want something that works — no lag!"
- "Can we get group channels like Discord?"
- "This looks cool, but is it safe to use?"
- "I need something simple for my project group."



What do they DO?

Constantly switch between apps

(Telegram, WhatsApp, Discord)

- Try to create study or project groups
- Share files, notes, and links
- Use voice notes when typing is tedious

