NAME: Akshay Kumar | **DEMOGRAPHICS**: Age 30 Years | Bangalore | IT Professional | Married | Income: 18 Lakhs		
USER GOALS	**USER EXPECTATIONS**	**PROCESS**
1. Stay uptodate with current affairs, 2. Information on wealth management 3. Use his knowledge as a tool to discuss, build relationships with clients and colleagues	1. To have some BAU news along with discoverable and trending news coming fast right into mobile app with the flexibility of curating the news feed 2. To use information to socialize effectively with network.	1. User feels bore and wants to get entertained with news and media 2. Searches Google or gets bits of info from social media in random way 3. Retention rates of read news is low, Not able to curate information consumed in strategic way 4. User follows specific influencers via blogs, podcasts.
EXPERIENCE	**TOUCH POINTS**	**PAIN POINTS**
1. Shorlisting Info via google and social media is possible but takes time, effort 2. No curated and personalized content served 3. Trust quotient is low as no trust worthy aggregator involved. 4. No implicit feedback captured which leads to loss of vital data	1. Market Place applications 2. Social Media Listings 3. Friends, Family, Colleagues 4. Influencer generated multimedia	1. Repeated Ads while reading news 2. No curated and personalized podcasts 3. No personalized information content displayed 4. Some news needs more in depth information and some needs to be just aware of. This "classification" of short and long news not available
	IDEAS: Have dedicated app to curate news & podcasts for the underlying user based on his local, international preferences, phase of life he is currently in, classify news into short and long reads and serve him based on his interests and attention span availability	