

NAME: Akshay Kumar DEMOGRAPHICS: Age 30 Years Bangalore IT Professional Married Income: 18 Lakhs		
BACKGROUND	MOTIVATIONS	GOALS
Akshay Kumar is an IT professional living in Bangalore with his wife. He has busy life and thus difficult to keep track of latest news. He uses news aggregator apps to curate information of his interests. Along with entertainment news in sports and bollywood he is now much interested in career and wealth management information.	<ol style="list-style-type: none"> 1. Fear of Missing Out(FOMO) on latest news 2. Socialize effectively with his network. 3. Secure fast and affordable way to read news 	<ol style="list-style-type: none"> 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
PAIN POINTS FRUSTATIONS	TECHNOLOGY	BRANDS AND INFLUENCERS
<ol style="list-style-type: none"> 1. Repeated Ads while reading news 2. Not able to curate and go back to news articles read with ease 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 	User Windows OS Laptop with chrome and firefox browsers, Uses Android OS for his mobile.	<ol style="list-style-type: none"> 1. Cult Fit for fitness 2. Follows Youtube channels on sports and wealth management 3. Follows "Pranjwal Kamra" wealth management Influencer
	QUOTE: " I want to have some BAU news along with discoverable and trending news coming right into my mobile app with the flexibility of curating my news feed"	