

*What do they*  
**THINK AND FEEL?**

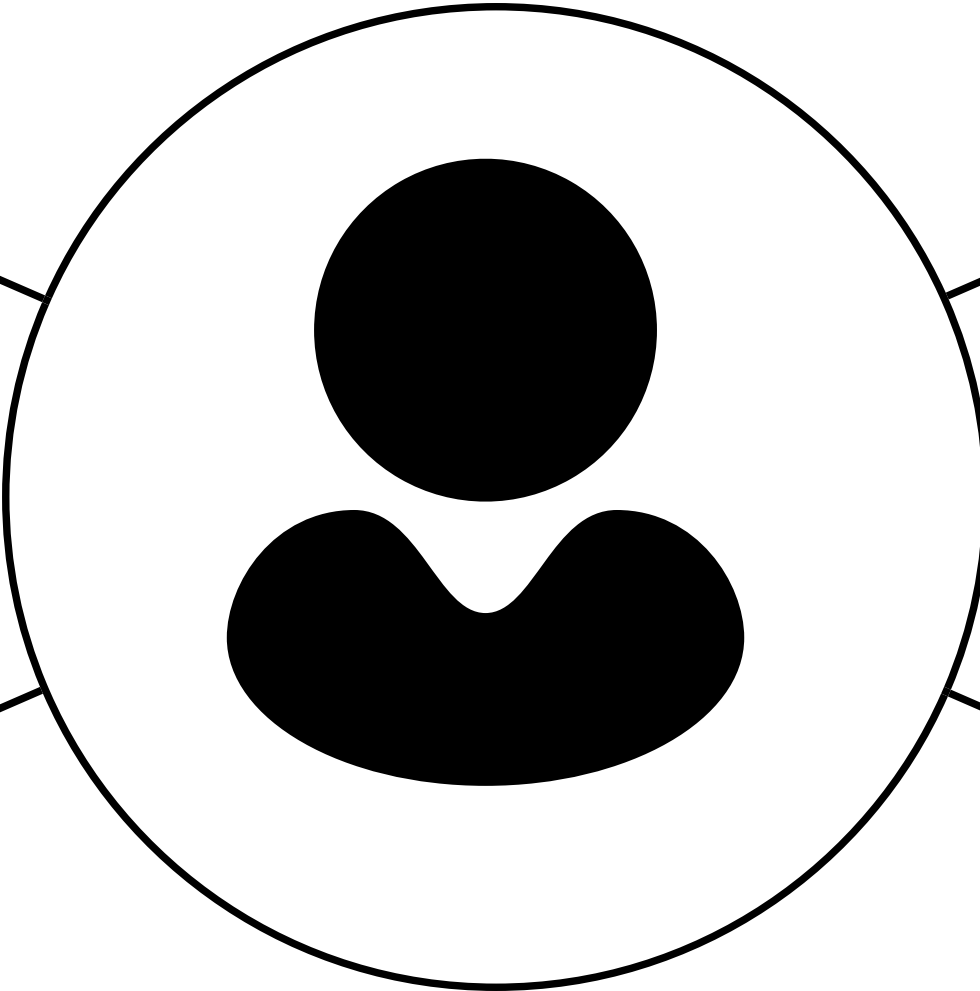
what really counts  
major preoccupations  
worries & aspirations

how to use  
feed and features  
broadcast genre

how it differ from other  
pragmatic way  
user friendly

high internet usage

improvising the knowlegde of society



*What do they*  
**HEAR?**

what friends say  
what boss say  
what influencers say

about current affairs and information  
about service profit by ads  
about errors and bug notice

about improper news feeds

*What do they*  
**SEE?**

environment  
friends  
what the market offers

daily news update  
based algorithmic suggested news priority  
non-complex interface

non-profitable service

*What do they*  
**SAY AND DO?**

attitude in public  
appearance  
behavior towards others

sees current updates

people can updates their news which will be verified

feed the violence news in a non-trigerable way

stream through the websites with loaded features

**PAIN**

fears  
frustrations  
obstacles

updating some fake news

threatening for politics news

missing current updates due to internet issues

**GAIN**

"wants" / needs  
measures of success  
obstacles

ensuring the cent percent true news

generating the revenues

feasibility and scalability are high