

# NEWS TRACKER APPLICATION

## What do they THINK AND FEEL?

what really counts  
major preoccupations  
worries & aspirations

Current  
trends

More time  
can be  
saved

Variety of  
information

Easy access  
from  
anywhere  
any time

Lot of  
news

7 days free  
trial

## What do they HEAR?

what friends say  
what boss say  
what influencers say

User  
favourites

Updated  
news

day to day  
information

Subscription  
Notifications

## What do they SEE?

environment  
friends  
what the market offers

Needed  
Data

More  
Effective

Recent  
articles  
according to  
ther search

Trustable

## What do they SAY AND DO?

attitude in public  
appearance  
behavior towards others

Daily news  
information

information in  
understandable  
manner

Recommended  
informatio  
according to their  
search history

## PAIN

fears  
frustrations  
obstacles

Fetch the  
information  
from single  
source

Few applications  
published from a  
particular  
country

Language  
dependent

## GAIN

"wants" / needs  
measures of success  
obstacles

Get live top  
headlines and  
news articles

User can read  
the aricles in  
their own  
languages

User can select  
diiferent countries  
as per their interest