

BranchNews.com

BranchNews.com is a community that allows user have deeper communication under the news we posted.

BranchNews.com will no longer have hashtags. Instead, we will have branch tree. All trees will be organized by our employees. But users do have the vote right to make it to be a new branch tree. By using this new method, we can help people have all background about each news. Everything happed related with the original tree will make a branch. And every branch will also be a new topic for users to comment. By subscribe or "plant" a tree, user will have a forest.

PERSONAS

Peter

23 years old college student

Recently, he started to read some world news. But there are too many backgrounds news he needs to know. And he can only search these through google.

Jason

32 years old high school teacher

He has read news for about 10 years. He has some unique ideas about the worlds' news.

Chris

28 years old news worker

He works in this industry. He knows what other people do not know.

COMPS

Reddit, Quora, twitter