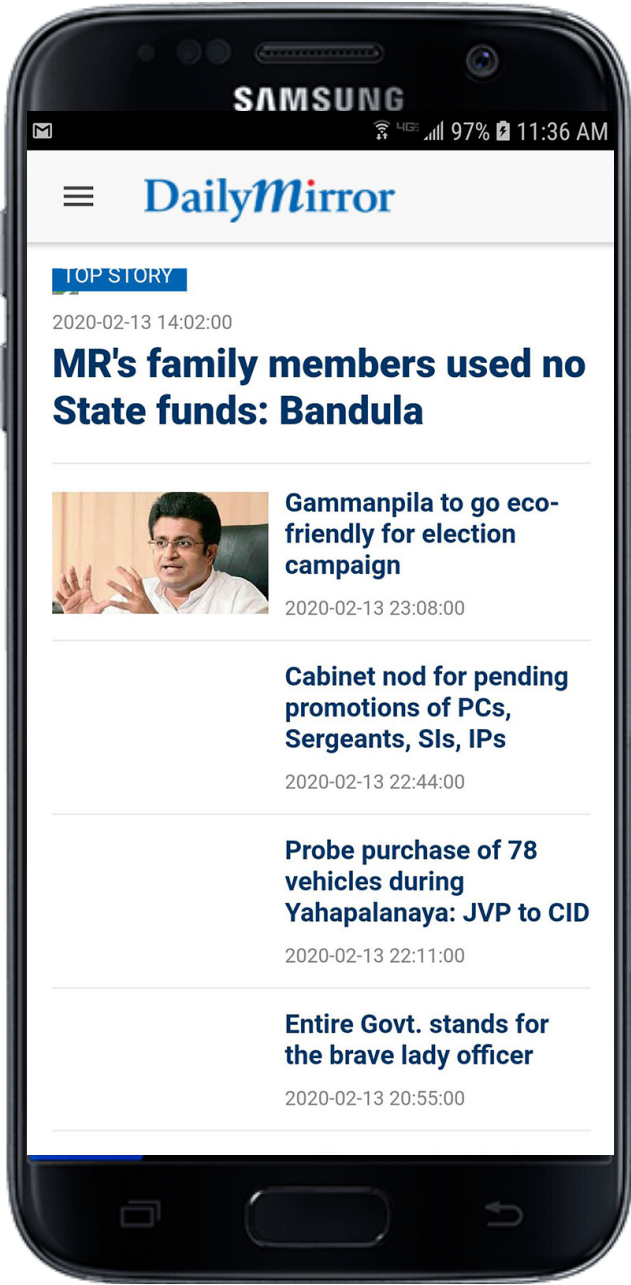


Mission To provide timely and comprehensive information, to everyone, wherever they are. We shall report the facts as they are, while reflecting a wide variety of views to keep them informed and help them shape an opinion. We shall provide a forum for the public to discuss issues of importance and interest. We believe that knowledge and information form the foundation of social equality and shall work diligently to connect to the younger generation.

Description The Daily Mirror is a daily English-language newspaper published in Colombo, Sri Lanka, by Wijeya Newspapers. Founded in 1999, the Daily Mirror covers Breaking News stories, Sports News, Entertainment News, Business News, Opinion Articles, World News and Tech and Travel News.

Wijeya Newspapers(WNL) established in 1979, is the leading newspaper group in Sri Lanka. It’s print portfolio includes national newspapers such as Lankadeepa, Adha, Daily Mirror, DailyFT and the Sunday Times.



Breaking News Alerts

Alerts users about breaking news announcements through pop-up notifications

Photo & Video Gallery

Enlarge images, check out the photo gallery & watch related videos

Share Content

Share stories via email, Twitter or Facebook.

Comment & Discuss

Comment on articles & have discussions with other users.



Lihi



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ENTERTAINMENT

POLITICS

LIFESTYLE

+





Name Sajani Wickramasinghe

Gender Female

Age 45

Interests Staying Informed, Social Responsibility, Community

Mission, Goals & Beliefs She strives to stay informed on the latest news, & believes that knowledge & information provides the foundation for breaking the barriers of social inequity. Her goal is to help people, both young & old, to gain understanding of diverse perspectives, & be aware of the current social, political, cultural landscape of Sri Lanka. As a professor she enjoys sharing her knowledge with others, & listening to their opinions.

Personality Strengths

- Strong sense of responsibility
- Good at communicating with others
- Takes open-minded approach to all issues

Personality Weaknesses

- Overly idealistic
- Too selfless
- Sometimes comes across as overwhelming





PERSONA 1

Name Ranjan Silva

Age 60

Backstory Ranjan works as a consultant for the Sri Lankan Ministry of Irrigation and lives in Colombo, Sri Lanka.

Resources Ranjan enjoys reading the news on the local print newspapers delivered to his house. While he likes staying informed about local news, he would like to expand his knowledge & keep up with the trends in certain areas, such as advances in data science as his son is pursuing a career in this field. He has a mobile phone, which he uses mostly for phone calls and messaging.

Emotions Ranjan is an inquisitive individual, partly due to his past academic training, and is always looking to acquire more knowledge. However, his busy lifestyle as a travelling consultant doesn't allow him much time to finish reading the later sections in the daily newspaper. He is not very familiar with his mobile phone, & is frustrated when he tries to access the newspaper website on his phone.

Goal Ranjan wants to easily & comfortably access & read newspaper articles on his mobile phone while on long trips. He also wants to be able to read news articles about specific topics.

Scenario Ranjan wants to read some news articles while he is travelling for work. He pulls up the Daily Mirror app, & due to the clean & simple UI, he is not intimidated about using the app to read the news. He notices some articles about machine learning on his feed. He quickly pulls up the article & begins reading, as he is excited to learn more about this area & to discuss what he learns with his son.





Name Sahani Perera

Age 26

Backstory Sahani is currently working as a financial accountant at Smith & Williamson, a financial services firm based in the UK. She currently resides in London.

Resources Sahani currently uses the Google News app to access news. However, this app rarely produces articles in her feed that help her stay up to date with news back home in Sri Lanka. She is not overly interested, nor does she have the time to read an entire Sri Lankan newspaper. She prefers to read the highlights of articles quickly or in the form of alerts.

Emotions Sahani often feels anxious about her family living back home, as she currently does not have a way of getting immediate notifications about any important news regarding the state of the country. She currently uses Sri Lankan News Media accounts on social media as a way to be receive breaking news alerts. However, she can't filter the type of news alerts & receives numerous notifications about news she is not interested in. She is annoyed by the lack of Sri Lankan news alert services.

Goal Sahani wants to receive breaking news alerts on her mobile phone for specific types of news, so that she can stay aware of any emergency situations in Sri Lanka.

Scenario Sahani is at work and is having an extremely busy day of meetings. She receives a pop-up notification on her phone from the Daily Mirror app about a minor earthquake that affected Sri Lanka. She sees the notification in between meetings, & is able to call up her sister to check if her family is alright. Her sister reassures her that their family is fine. She returns to her work, relieved to hear from her sister.





PERSONA 3

Name Ranusha Liyanagamage

Age 32

Backstory Ranusha is an author for the UK edition of The Guardian. He lives in London, and since he covers Sri Lanka in the World Affairs section he likes to stay updated on the latest news on his phone.

Resources Ranusha uses his phone often to stay in touch with current news due to his profession. He has downloaded several news apps on his phone, including Google News, BBC, Flipboard, & NPR news.

Emotions Ranusha is dissatisfied with the disorganization of the current Sri Lankan news app. Due to his profession, he has to be aware of current news updates in Sri Lanka. With his busy lifestyle, he likes to be able to quickly look up news stories on his phone, however the current Sri Lankan news apps do not follow the format of the other news apps he is used to. He also doesn't like the fact that the app does not have any options to save articles to read for later.

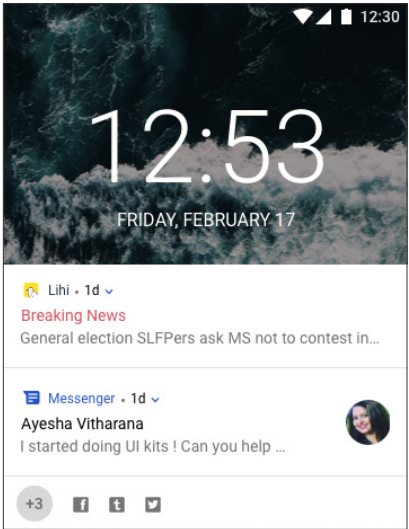
Goal Ranusha wants to quickly peruse the top news articles and stay updated on current Sri Lankan news. He also wants to be able to save articles he has viewed for later.

Scenario While writing a piece on the Sri Lanka Easter Bombings in April, he remembers that he read an article with quotes from the past President of Sri Lanka. He goes back to the app to find the article, and is able to easily access it in his saved for later list. While on the app he does a quick read of the current top news stories.

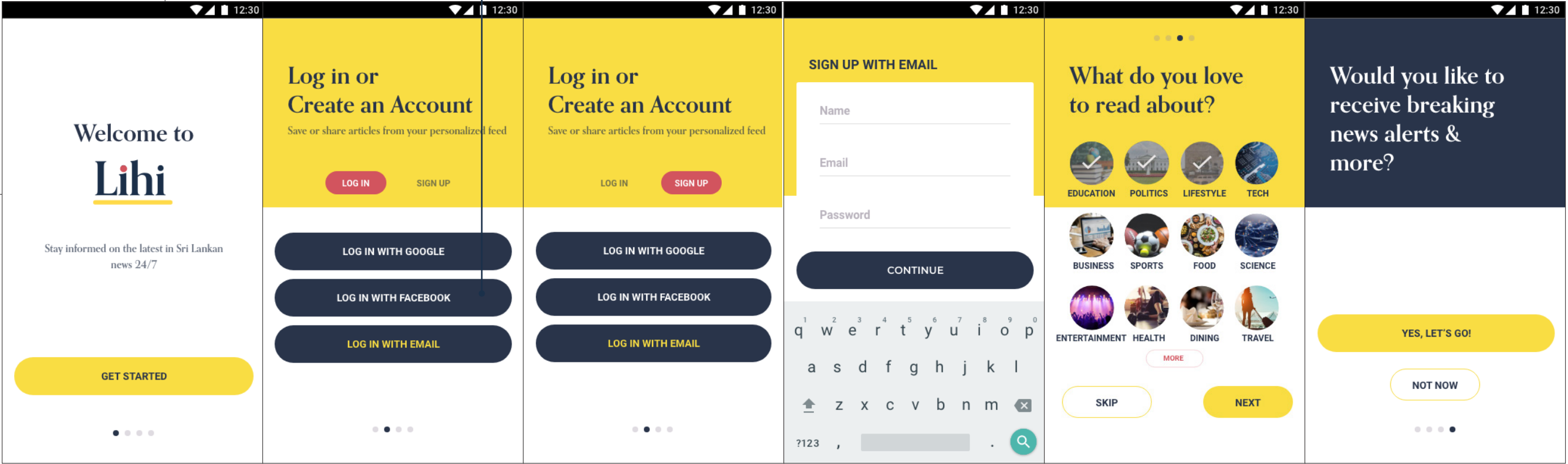




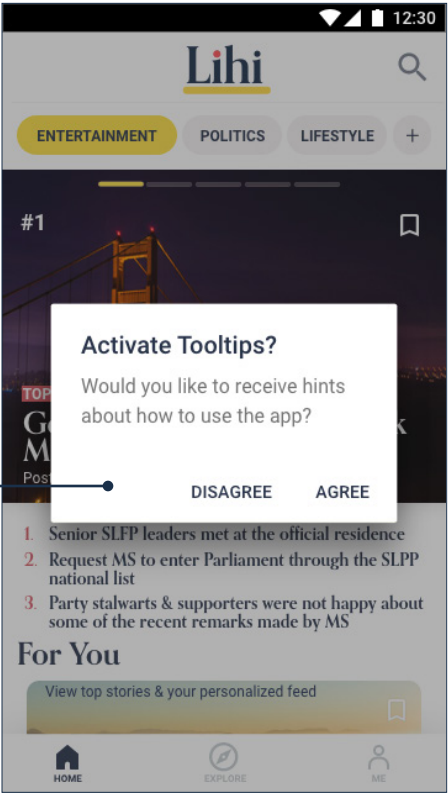
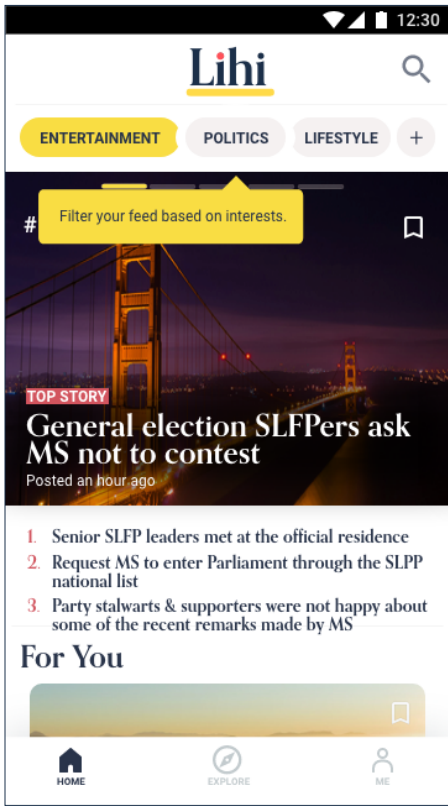
Users can choose to receive breaking news alerts as push notifications



Users can log in or create an account, select their reading interests, and choose to receive notifications



Users can choose to get hints on how to use the app by opting in to tooltips



Users can tap on filters to filter personalized feed based on interests.

Users can scroll to view the top five news stories

Save articles to read later by bookmarking them

To slide 9

To slide 10


To slide 11

To slide 10

ONBOARDING & HOMEPAGE


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General election SLFPers ask MS not to contest

Posted an hour ago



Ranusha Wimalasundera

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1. Senior SLFP leaders met at the official residence

2. Request MS to enter Parliament through the SLPP national list

3. Party stalwarts & supporters were not happy about some of the recent remarks made by MS

Several senior SLFP leaders who met at the official residence of a Cabinet minister at Mahagamasekara Mawatha in Colombo have decided to request former president Maithripala Sirisena not to contest the general election but enter Parliament through the SLPP national list. They had decided to make the request through SLPP leader, Prime Minister Mahinda Rajapaksa.

A senior SLFPer who took part in the discussions told Daily Mirror that many party stalwarts and supporters were not happy about some of the recent remarks made by Mr. Sirisena. "They are of the view that these comments had damaged the unity in the SLFP and conveyed the wrong signals to the SLPP. Therefore, we decided to urge Mr. Sirisena to withdraw from the election and enter Parliament through the national list slot allocated to the SLFP," he said.




Written by
Ranusha Wimalasundera

Editor at the Daily Mirror Newspaper


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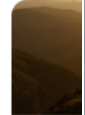
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Keshini Arasanayagam

15 March 2020

Great article....



3  | 0  REPLY




Swetha P.

13 Feb 2020

Thank you for this article...



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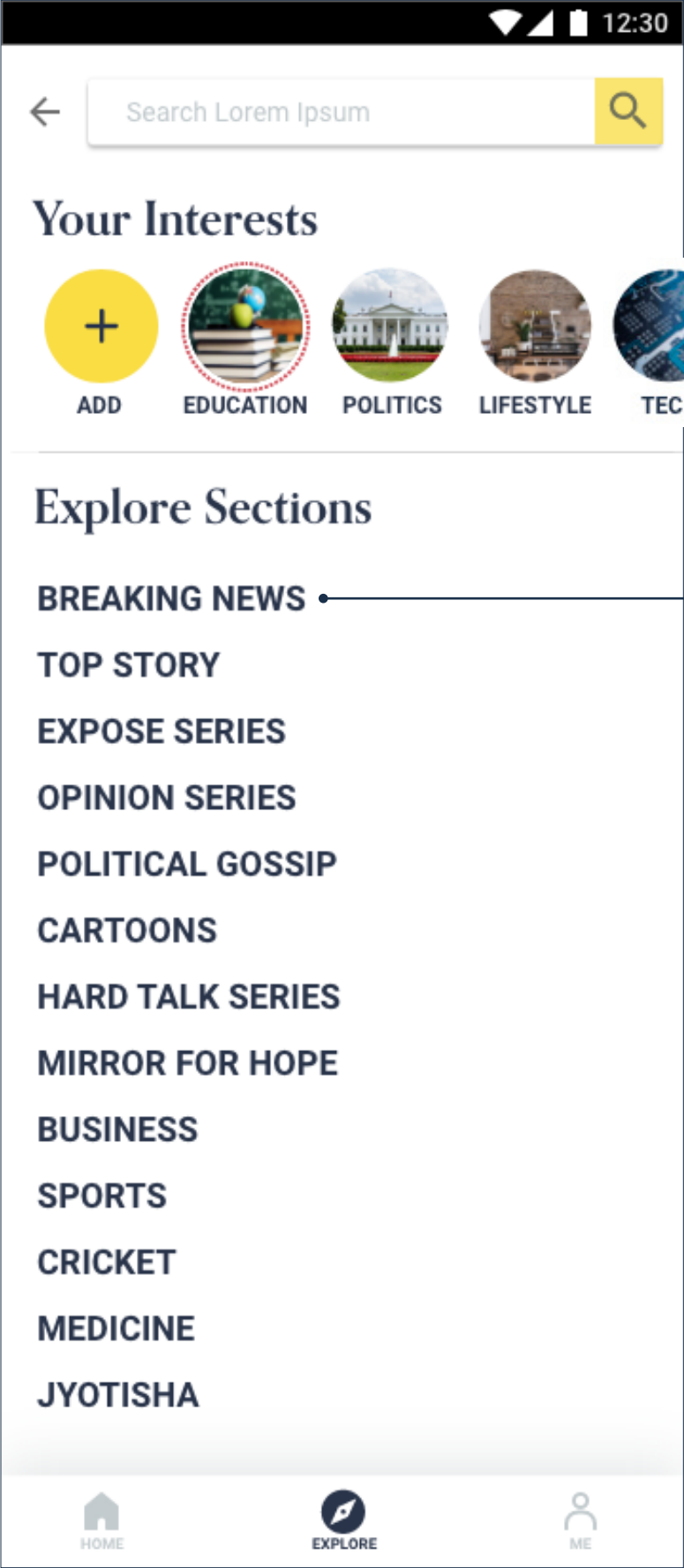
Haris Wije

7 Replies 13 Feb 2020

I agree....

3  | 0  REPLY

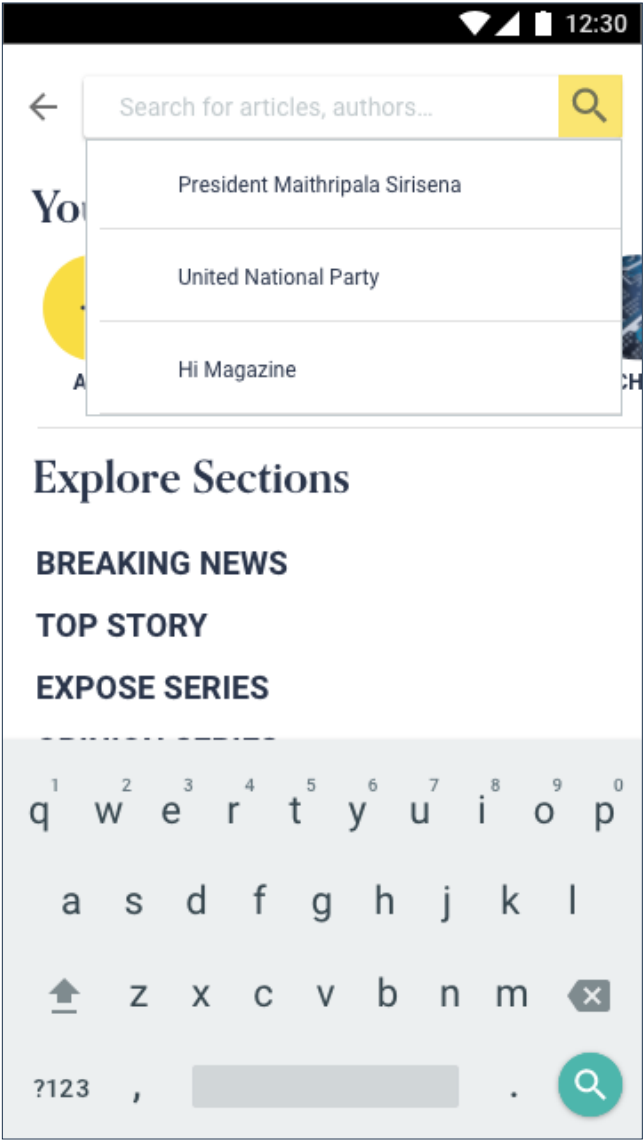
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