

# Research Document

# Who is Dailyhunt?

He is a 23 y/o unmarried straight male. He lives in a middle class family with his parents and his younger sister. He speaks his mother tongue at home and converses in english with his colleagues.

He keeps up with the ongoing trends and open to experience. He's an ambivert and a listener. He's socially active and spends a good two hours on his phone going through various things and streaming and sharing whole lots of content with his peers and family. He loves watching cricket and keeps up with the latest music and movies in town.

He is time efficient and like to keep the content he seeks more specific and which caters to his need at a given point of time.

He needs visual cues or reminders that make him use a certain app for information.(won't willingly go through a content providing website/app)

**Not a avid reader.**

# Primary User



## Karan Chawla

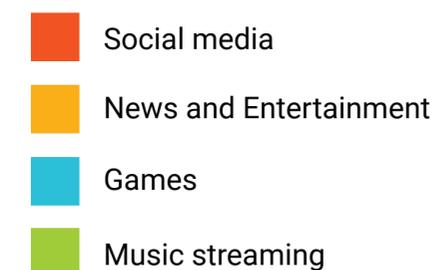
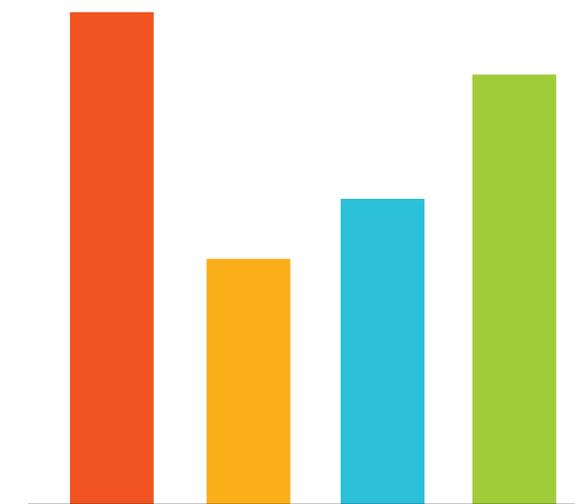
Karan is a 24 y/o Freelance Graphic designer. He's been born and brought up in Mumbai and has been living with his parents since. His primary languages are English and Hindi.

### Interest

Karan himself is a very social person and keeps himself updated through other social media platforms. Anything scandalous is an instant anchor point for Karan therefore calls himself a Bollywood nerd.

### Purpose

He dislikes reading for long hours but he likes to stay updated with only the relevant information regarding his likes and dislikes.



# Brand Attributes

## **Regional**

Wholesome

Cultural

## **Hyperlocal**

Omnipresent

## **Straight-forward**

Bharat

Educated

Rational minded

## **Young**

Independent

Flexible

Modern

Brotherhood

Cheerfulness

## **Unbiased**

## **Adaptable**

Dailyhunt has varied expanse of the subject matter which unifies the youth of India building certainty amongst them while significantly keeping them informed and updated.

# What do we take?

As Dailyhunt has already built their base amongst an older TG, a complete turnover could lose their existing associations.

In a world with a lot of visual clutter and chaos, people tend to respond more to color more than text. So just keeping two of their core brand colors in mind with a slight shift in their vibrancy, we got down to a palette more eclectic and eyegrabbing.