**InsightStream: Navigate the News Landscape ( Nk News App)**

**Ideation Phase**

**Define the Problem Statements**

|  |  |
| --- | --- |
| Date | 7 March 2025 |
| Team ID | SWTID1741172246152964 |
| Project Name | NewsApp:  BA LIVE NEWS |
| Maximum Marks | 2 Marks |

**📝 Customer Problem Statement Template:**

**Problem Statement:**

Many users struggle to find **accurate, real-time, and well-categorized news** in a **user-friendly format**. They often encounter unreliable sources, cluttered interfaces, and a lack of personalization, making it difficult to stay informed efficiently.

**🎯 Why It Matters:**

Understanding these pain points helps us build a **trustworthy, fast, and engaging** news platform that delivers relevant updates, improves user experience, and encourages active readership.

**🧐 Key Customer Challenges:**

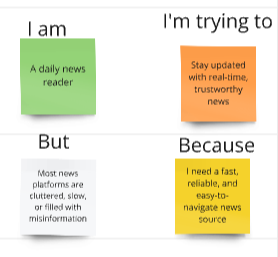
1. **Lack of Real-Time Updates** – Users miss out on the latest breaking news.
2. **Cluttered & Difficult Navigation** – News is often scattered, making it hard to browse.
3. **Trust Issues with News Sources** – Misinformation and fake news reduce credibility.
4. **Limited Personalization** – Users want news based on their preferences.
5. **Low Engagement Features** – No interactive elements like comments or discussions.

Graphical user interface, text, application, email

Description automatically generated

Reference: <https://miro.com/templates/customer-problem-statement/>

**Example**

****

| **Problem Statement (PS)** | **I am (Customer)** | **I’m trying to** | **But** | **Because** | **Which makes me feel** |
| --- | --- | --- | --- | --- | --- |
| **PS-1** | **A daily news reader** | **Stay updated with real-time, trustworthy news** | **Most news platforms are cluttered, slow, or filled with misinformation** | **I need a fast, reliable, and easy-to-navigate news source** | **Frustrated and overwhelmed by fake news and poor user experience** |
| **PS-2** | **A casual reader** | **Find news that matches my interests without distractions** | **Many websites have excessive ads and irrelevant content** | **I need a clean, ad-free, and personalized news feed** | **Annoyed and less engaged with the content** |
| **PS-3** | **A busy professional** | **Get quick and summarized news updates** | **Most platforms have lengthy articles with no summary** | **I need bite-sized, easy-to-digest news formats** | **Overwhelmed and less likely to follow news regularly** |
| **PS-4** | **A researcher or journalist** | **Access in-depth, fact-checked news from credible sources** | **Many sources lack detailed analysis or proper citations** | **I need a platform with well-researched, unbiased, and detailed reporting** | **Distrustful and hesitant to rely on news platforms** |