**NewsApp:  Nk LIVE NEWS**

**Ideation Phase**

**Empathize & Discover**

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| Date | 7 March 2025 |
| Team ID | SWTID1741172246152964 |
| Project Name | NewsApp:  BA LIVE NEWS |
| Maximum Marks | 5 Marks |

**Empathy & Discovery Phase**

**Understanding Our Audience: Why It Matters**

In today's digital world, readers are bombarded with news from multiple sources, making it difficult to distinguish between **reliable journalism and misinformation**. Many users struggle with:

* **Fake news and misinformation** that spreads rapidly
* **Overwhelming advertisements** that disrupt the reading experience
* **Complex and cluttered website interfaces** that make navigation frustrating
* **Lack of personalization**, making it hard for users to find relevant news
* **Slow-loading pages** that affect user engagement

To **solve these challenges**, we must deeply understand our users—their behaviors, frustrations, needs, and expectations.

**The Role of Empathy Mapping**

An **Empathy Map Canvas** is a **powerful tool** that allows us to see the world through the eyes of our audience. It helps us **understand their thoughts, feelings, and behaviors**, which enables us to **design a smarter, more engaging news experience**.

By stepping into the **reader’s perspective**, we can create a **news website that is trustworthy, accessible, and user-friendly**.

**Empathy Map Canvas for News Website**

| **Section** | **Description** |
| --- | --- |
| **Who is our user?** | A digital news reader who consumes news on-the-go and values credibility and ease of access. |
| **What do they think & feel?** | Concerned about **misinformation**, wants **quick and reliable news**, dislikes **cluttered websites**. |
| **What do they see?** | Overloaded news feeds, fake headlines, unreliable sources, **pop-up ads**, slow-loading pages. |
| **What do they hear?** | Conflicting news reports, biased journalism, opinions from influencers and social media. |
| **What do they say & do?** | Searches for multiple sources to fact-check, avoids certain news portals, **shares news with peers**. |
| **Pain Points** | - Misinformation & fake news |

* Clickbait headlines
* Poor website navigation
* Excessive ads & pop-ups | | **User Needs & Goals** | - Access to **verified news**
* Clean, distraction-free reading experience
* Fast-loading pages
* Personalized content recommendations |

**How Can We Improve the News Experience?**

✅ **Fact-Checked & Verified News** → Ensure credibility with trusted sources  
✅ **Minimal Ads & Clean UI** → Reduce distractions for an easy reading experience  
✅ **Personalized Content** → AI-based recommendations for relevant news  
✅ **Mobile-Optimized & Fast Loading** → Smooth browsing with a responsive design  
✅ **Multiple Language Support** → Cater to diverse audiences