**InsightStream: Navigate the News Landscape**

**Ideation Phase**

**Define the Problem Statements**

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| --- | --- |
| Date | 5 March 2025 |
| Team ID | SWTID1741257592149925 |
| Project Name | InsightStream: Navigate the News Landscape |
| Maximum Marks | 2 Marks |

**Customer Problem Statement :**

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| --- | --- | --- | --- | --- | --- | --- |
| **PS** | | **I am (Customer)** | **I’m trying to** | **But** | **Because** | Which makes me feel |
| **PS-1** | A busy professional | | Stay updated with the latest news quickly | Most news apps push irrelevant notifications and have too much clutter | I need an AI-curated, distraction-free interface with only relevant news | Frustrated and unwilling to engage for long |
| **PS-2** | A casual reader | | Find news on topics I care about | The app’s recommendations are generic and not tailored to my interests | I want an easy way to customize my feed based on my preferences | Disconnected and overwhelmed by irrelevant news |
| **PS-3** | A mobile user | | Read news on the go | Many apps are slow, laggy, or not optimized for mobile browsing | I need a **fast-loading**, responsive, and seamless mobile experience | Annoyed and likely to abandon the app |
| **PS-4** | A user concerned about credibility | | Get reliable news from **verified** sources | A lot of apps show clickbait headlines and unverified reports | I need transparency about sources and fact-checked articles | Skeptical and unsure which news to believe |
| **PS-5** | A multi-platform user | | Sync my news reading across devices | Some apps don’t have cross-device syncing or web support | I want a **consistent experience** across mobile, tablet, and desktop | Disconnected and annoyed when switching devices |
| **PS-6** | An entertainment enthusiast | | Follow the latest trends in movies, shows, and celebrities | News is mixed with unrelated content, and there’s no **dedicated entertainment section** | I need an **organized, topic-based** entertainment news feed | Frustrated by the lack of focus and categorization |

A **busy professional** is trying to stay updated with the latest news quickly, but most news apps push irrelevant notifications and have too much clutter. Because of this, they need an AI-curated, distraction-free interface with only relevant news, making them feel frustrated and unwilling to engage for long.

A **casual reader** wants to find news on topics they care about, but the app’s recommendations are generic and not tailored to their interests. They need an easy way to customize their feed based on their preferences, as the lack of relevant content makes them feel disconnected and overwhelmed.

A **mobile user** prefers to read news on the go, but many apps are slow, laggy, or not optimized for mobile browsing. They require a fast-loading, responsive, and seamless mobile experience, and when they don’t get it, they feel annoyed and are likely to abandon the app.

A **user concerned about credibility** wants reliable news from verified sources, but many apps show clickbait headlines and unverified reports. They need transparency about sources and access to fact-checked articles, as the lack of credibility makes them feel skeptical and unsure about which news to believe.

A **multi-platform user** is looking to sync their news reading across devices, but some apps don’t offer cross-device syncing or web support. They need a consistent experience across mobile, tablet, and desktop, and without it, they feel disconnected and annoyed when switching devices.

An **entertainment enthusiast** wants to follow the latest trends in movies, shows, and celebrities, but news is often mixed with unrelated content, and there’s no dedicated entertainment section. They need an organized, topic-based entertainment news feed, as the lack of focus and categorization leaves them frustrated.