**Ideation Phase**

**Define the Problem Statements**

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| --- | --- |
| Date | 10 September 2022 |
| Team ID | PNT2022TMID40132 |
| Project Name | News Tracker Application |
| Maximum Marks | 2 Marks |

**Customer Problem Statement Template:**

Create a problem statement to understand your customer's point of view. The Customer Problem Statement template helps you focus on what matters to create experiences people will love.

A well-articulated customer problem statement allows you and your team to find the ideal solution for the challenges your customers face. Throughout the process, you’ll also be able to empathize with your customers, which helps you better understand how they perceive your product or service.

Graphical user interface, text, application, email

Description automatically generated

**Problem Statement:**

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| **Problem Statement (PS)** | **I am (Customer)** | **I’m trying to** | **But** | **Because** | **Which makes me feel** |
| PS-1 | I am Student | I’m trying to get quick access of educational news | But the application push the irrelevant news | Because of poor optimization | Which makes me feel annoying |
| PS-2 | I am blogger | I’m trying to read specific  News articles | But it displays unrelated articles | Because of unoptimized filter option | Which makes me feel disappointed |