

Title: News tracker application

Team members:

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PROBLEM STATEMENT

There are multiple news-sharing apps used by a single user and are often spammed with notifications. There is also a lot of fake news which gets shared. A news-sharing app wants to help users find relevant and important news easily every day and also understand explicitly that the news is not fake but from proper sources. Among all the choices given to us, why did we choose this? Logically speaking, we, as a team, felt that the industry has a wide audience range from which we could benefit. And well melodramatically speaking, as rare users of the news app, we wondered about all the problems users were facing in this area.

We felt that news apps are used by a majority of the population but still might be a neglected space. We personally felt that since almost everyone has a news app these days, this topic would have great research potential and we would actually be covering real problems faced by users.

Also, my team members thought that it was unique and wanted a problem that would challenge and make us push to our limits. And since none one of us had previously read a UX case study on any news app, we wanted to try it ourselves!