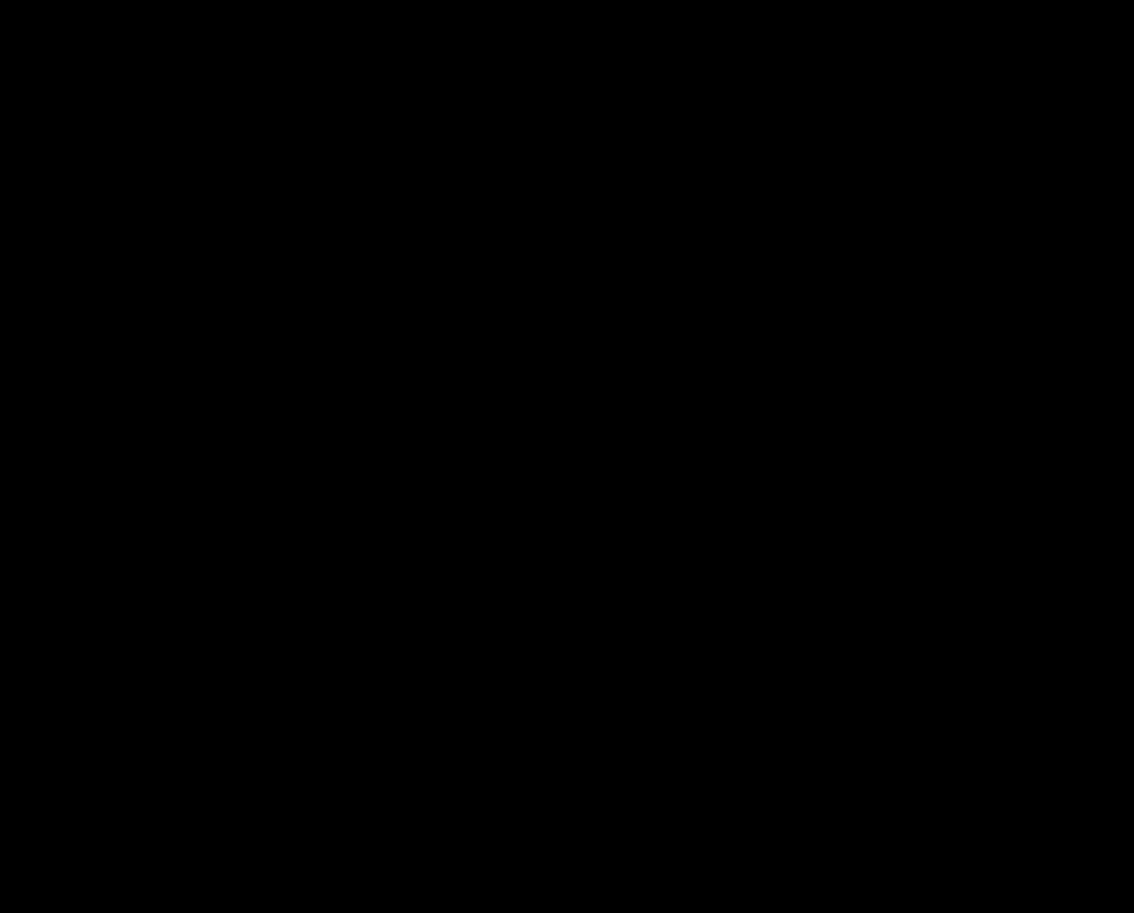
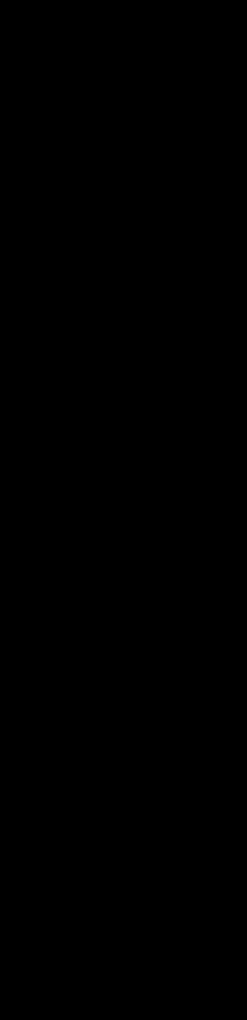
***Ideation Phase – Defining Problem Statement***



**Project Domain**

Cloud Application Development

**Project Title**

News Tracker Application

**Team ID**

PNT2022TMID07184

**Date**

17

th Sept

2022

**Problem Statement:**

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.

**“News Tracker Application”**

**Iam** Regular news reader in online news tracker applications

**I’m trying to** Read online articles without any annoying contents

**But**

**Because**

**Which makes me feel**

* 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 understand explicitly that the news is not fake but from proper sources.
* News apps are trying to be like social media apps
* News apps want to increase the time that user spends on their app so that they can show ads and generate revenue
* To increase the user screen time, news apps make users encounter eye-catching news rather than credible ones
* Apps generate income through subscriptions.
* Fake news hurts individuals and society as it persuades consumers to accept false beliefs that are shared to forward specific agendas.
* Identifying relevant news from excessive amounts of information on social media requires substantial time, energy, and mental efforts
* Constant news updates and pop-ups of breaking news in social media may increase the feeling of news overload.

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| **“Realtime Customer Problem Statement”**       |  |  |  |  |  | | --- | --- | --- | --- | --- | | ***I am*** | ***I’m trying to*** | ***But*** | ***Because*** | ***Which makes*** ***me feel*** | | Online news |  | Spamming of messages | Businesses must publish |  | | articles reader | Read online | usually leads to clearing of | irrelevant news because |  | |  | articles without | the content without viewing | younger generations | Irritated | |  | any annoying | thus probably leading the | prefer news with more |  | |  | contents | user to lose access to | fun instead of reliable |  | |  |  | important information. | news. |  | | Read online | Ads in the apps might | Apps generate income |  | |  | articles without | irritate the user while | through subscriptions and | Frustrated | |  | any ads | reading the news | ads |  | |  | News apps want to increase | Users don’t want to spend |  | |  | Read precise | the time that user spends on | time reading the entire |  | |  | contents | their app so that they can | content. They need short | Annoying | |  |  | show ads and generate revenue | and crisp news |  | |  |  | Businesses must publish |  | |  | Avoid | Irrelevant news makes the | irrelevant news because |  | |  | irrelevant news | user stop viewing the news | younger generations |  | |  |  | thus losing access to | prefer news with more | Exhausted | |  |  | credible news | fun instead of reliable news. |  | |