

PROBLEM STATEMENT

Vasanth Raja is a busy and popular businessman who always like to be updated and be relevant. Most of the times he will be travelling. So, he wants to read news on the move without any difficulties when travelling because lugging around a real newspaper bothers him and those around him. It is an inconvenience for not only Vasanth Raja but also common people like us. Which means that Vasanth Raja has to read news in such a way that he never has to bother about buying physical newspapers or taking them with him everywhere. Something small enough to fit in his palm, something he could take everywhere and access from anywhere, something digital like an application housed on the internet that could be accessible from any device that is connected to the Internet. Smartphones and PCs, for example.

Points to Remember

1. What is the problem?

Real Physical newspapers are a hassle to carry around all the time. We might forget to buy them and also there is no personalization and there will be only a limited amount of information available.

2. Who is affected by the issue?

Common people like us and business people like Vasanth Raja

3. How to fix this issue?

Using Digital medium like smartphones and computers, we can read the news through the internet.

4. What are the Outcomes?

- Old - Fashioned newspapers are eliminated
- News Personalization can be achieved
- Unlimited amount of information
- Portable and Hassle - free
- Instant and regular Updates