

Ideation Phase

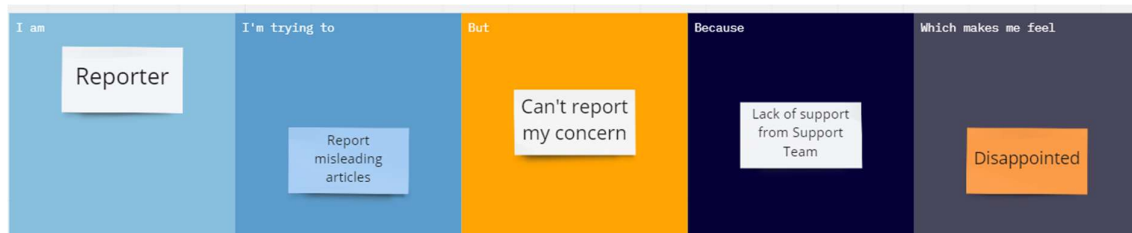
News Tracker Application – Problem Statement

Date	19 September 2022
Team ID	PNT2022TMID21106
Project Name	Project – News Tracker Application
Maximum Marks	2 Marks

Problem Statement:

News articles are accessed via smartphones and tablets more now than ever. This has created a need for providing personalised feed of news articles for users. A recent study by Reuters Institute for the Study of Journalism's Digital News Report said that about 82 percent of Indians read the news online, out of which 73 percent do it on their smartphones.

Curated news feed has been widely used as the tool for sourcing a variety of content from different sources on a report and providing a 360-degree review of the story. The demand for news curation has increased over the years and users look for SMEs to help them find quality and informative content without having to spend much time browsing or scan multiple articles themselves.





Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS - 1	Stock Trader	Search for Share Market News	Not able to find articles on certain listings	Curated content is not accurate enough	Frustrated
PS - 2	Student	Read about advancements in Technology	References are incorrect and inaccurate	Subject Matter Experts are not available	Annoyed
PS - 3	Reporter	Report misleading articles	Can't report my concern	Lack of effort from Support Team	Disappointed
PS - 4	Working Professional	Learn about current events	Reading falsified information	Verification is not carried out	Disinterested
PS - 5	Habitual Reader	Read about articles in different topics	Unable to find reliable information	Content is not updated regularly	Sad

Problem Statement Template:

https://miro.com/app/board/uXjVPKjZV3I=?share_link_id=397254546974