# Ideation Phase
# Define the Problem Statements

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|---|---|
| Date | 14-10-2022 |
| Team ID | PNT2022TMID13666 |
| Project Name | NEWS TRACKER APPLICATION |
| Maximum Marks | 2 Marks |

## Customer problem statement :

A **Customer Problem Statement** is a detailed description of an issue that needs to be addressed. This document thoroughly elaborates on the problem that your product or your service solves for your particular customers. It takes into consideration your **customer's unique pain points** and how your product goals about solving their situation. A customer problem statement helps you and your team understand the **detailed experience you are attempting to transform by analysing and empathizing** with your customers.

The **customer problem statement** is a critical component of a project. It benefits everyone involved with the project because it helps people understand why they're working on the project, providing clarity on the reasons behind the product or service. Team members will consider how your customers will be impacted by your project, **what their thoughts and needs are,** and thus come up with truly effective and valuable ways to improve their experience.

## Customer Problem Statement Template:

**Customer Problem Statement Template:**

| **Problem Statement (PS)** | **I am (Customer)** | **I'm trying to** | **But** | **Because** | **Which makes me feel** |
|---|---|---|---|---|---|
| Ps1<br>Nowadays people will find to hard for reading the News. | Ravi is an employee to determine when the app can send him/her the notifications. | I'm trying to Allow the user to customize what kind of notifications he wants. | It Provide crispy content, or a simple summary; after the heading. | It Shows that the article is from a verified and well known trusted source like HT , TOI, Routers etc. | Somehow inventive the user to come back to the app. Guide the user to see the article. |
| PS-2<br>Irrelevant news makes the user to stop viewing the news thus loosing access to credible news. | Spamming of messages usually loads to cleaning of the content without viewing thus probably leading the user to lose access to important information. | Users are shown news related to irrelevant category. | The titles are very catchy but the content is not very relevant . | Fake news makes the actual news lose its credibility. | If there are two sources for same news, and the content is different, user doesn't know what to believe. |