

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.

| | | |
|----------------------------|--|---|
| I am | Describe customer with 3-4 key characteristics - who are they? | Describe the customer and their attributes here |
| I'm trying to | List their outcome or "job" they care about - what are they trying to achieve? | List the thing they are trying to achieve here |
| but | Describe what problems or barriers stand in the way - what bothers them most? | Describe the problems or barriers that get in the way here |
| because | Enter the "root cause" of why the problem or barrier exists - what needs to be solved? | Describe the reason the problems or barriers exist |
| which makes me feel | Describe the emotions from the customer's point of view - how does it impact them emotionally? | Describe the emotions the result from experiencing the problems or barriers |

Customer Problem Statement Template:

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|--|--|---|--|---|
| I am | I'm trying to | But | Because | Which makes me feel |
| I am an employee to determine when the app can send te notifications | I'm trying to allow the user to customize what kind of notifications he wants. | it provide crispy content , or a sample summary; after the heading. | it shows that the article is from a verified and well known trusted source like HT, TOI, Reuters etc . | somehow inventive the user to come back to the app . guide the user to see the article. |

| | | | | |
|---|---|---|--|---|
| I am spamming of messages usually leads to cleaning of the content without viewing thus probably leading the user to lose the access to important information. | I'm trying to users are shown news related to irrelevant category. | But The titles are very catchy but the content is not very relevant. | Because fake news makes the actual news lose its credibility. | which makes me feel If there are two sources for same news, and the content is different, user doesn't know what to believe. |
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Customer Problem Statement Template:

| Problem Statement (PS) | I am (Customer) | I'm trying to | But | Because | Which makes me feel |
|--|---|--|--|---|--|
| Ps1 Nowadays people will find it 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, Reuters etc. | Somehow incentive the user to come back to the app. Guide the user to see the article. |
| PS-2 Irrelevant news makes the user to stop viewing the news thus losing access to credible news. | Spamming of messages usually leads 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. |

