

## Ideation Phase

### Define the Problem Statements

|               |                                    |
|---------------|------------------------------------|
| Date          | 19 September 2022                  |
| Team ID       | PNT2022TMID32908                   |
| Project Name  | Project – NEWS TRACKER APPLICATION |
| Maximum Marks | 2 Marks                            |

#### Customer Problem Statement Template:

Create a problem statement to understand your customer's point of view. The Customer Problem Statement template helps you focus on what matters to create experiences people will love.

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.

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

|                                      |  |   |  |   |
|--------------------------------------|--|---|--|---|
| <small>I am</small><br>Common People | <small>I'm trying to</small><br>To get the news anywhere and anytime | <small>But</small><br>It Shows fake and irrelevant news | <small>Because</small><br>It Didn't able to access correct NEWS Platform Resources | <small>Which makes me feel</small><br>Tension |
|--------------------------------------|--|---|--|---|

|                                    |   |   |  |  |
|------------------------------------|---|---|--|--|
| <small>I am</small><br>Businessman | <small>I'm trying to</small><br>To collect world wide business informations | <small>But</small><br>It didn't able to access correct news | <small>Because</small><br>It didn't able to filter and notify important Bussiness NEWS | <small>Which makes me feel</small><br>Frustrated |
|------------------------------------|---|---|--|--|

| <b>Problem Statement (PS)</b> | <b>I am (Customer)</b> | <b>I'm trying to</b>   | <b>But</b>   | <b>Because</b>   | <b>Which makes me feel</b> |
|-------------------------------|------------------------|--|--|--|----------------------------|
| PS-1                          | Common People          | To get the news anywhere and anytime   | It Shows fake and irrelevant news                                | It Didn't able to access correct NEWS Platform Resources                                     | Tension                    |
| PS-2                          | Businessman            | To collect world wide business information   | It didn't able to access correct news                            | It didn't able to filter and notify important Bussiness NEWS                                 | Frustrated                 |
| PS-3                          | Local People           | To access local news instantly   | It didn't access the local news                                  | Because of that most of the native peoples didn't share the information in news platform app | Unawareness                |
| PS-4                          | Foreign People         | To access local news as well as global news in their language                      | But This option is not available                                 | They didn't understand the news from that platform   | Confused                   |
| PS-5                          | Common People          | The News article phases are very easily understandable by using often usable words | But Many News headlines and articles are used rare verbal phases | They didn't understand the news clearly from that news app                                   | Confused                   |