

Ideation Phase

Define the Problem Statements

Date	28 OCTOBER 2022
Team ID	PNT2022TMID51998
Project Name	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.

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" the 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

Problem Statement:

I am	I'm trying to	But	Because	Which makes me feel
Student	to get quick access of educational news	the application push the irrelevant news	of poor optimization	annoying



Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	I am Student	I'm trying to get quick access of educational news	But the application push the irrelevant news	Because of poor optimization	Which makes me feel annoying
PS-2	I am blogger	I'm trying to read specific News articles	But it displays unrelated articles	Because of unoptimized filter option	Which makes me feel disappointed