

Ideation Phase

Define the Problem Statements

Date	19 September 2022
Team ID	PNT2022TMID51641
Project Name	Project – NEWS Tracker application
Maximum Marks	2 Marks

Problem Statement:

Rahul is a busy businessman who needs to read news on the go without any hassles while travelling because he considers carrying around a physical newspaper a nuisance to him and the people around him. Rahul needs to read news in such a way that he doesn't have to worry about ever buying physical newspapers or carrying with him everywhere. Something which should fit in the palm of his hands, which he could carry everywhere access from everywhere, something digital such as an application hosted on the internet which could be accessed from any device that is connected to the internet. Such as Smartphones and computers.

Customer Problem Statement Template:

I am	Who does the problem affect?	Customers such as Rahul.
I'm trying to	What are the boundaries of the problem?	Geographic, workflow, daily life
But	What is the issue?	Physical newspapers are old fashioned in this digital area. they cost money to buy, can easily be damaged, Limited amount of information, not flexible to modification, poor quality. Fixing these in such a way can make physical newspapers become extinct and their use can be abolished. If the problem isn't solved, it would become a greater problem to integrate people to become digitally aware.
Because	When does this issue occur?	The issue occurs when the customer wants to read the news.
Which makes me feel	Where is the issue occurring?	The issue occurs when people try to access information i.e., during the usage. Accessing information is flawed through the usage of physical newspaper in the digital area.

Example:



Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	Employee	Get updates on latest news and affairs	There are too many news out there so it get really confusing	But there is no free time	Not updated on the news
PS-2	Student	Get news update on my phone	Need filter option or suggestion on my taste	I need a faster way than reading the news paper	Excited for there applications
PS-3	Reporter	Report misleading news	I am unable to do that	But there is no ways to report these news	Implementation to customer care necessary