Ideation Phase – Defining Problem Statement

Project Domain	Cloud Application Development
Project Title	News Tracker Application
Team ID	PNT2022TMID24898
Date	17th Sept 2022

Problem Statement:

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.

"News Tracker Application"

Iam	Regular news reader in online news tracker applications
I'm trying to	Read online articles without any annoying contents
But	• There are multiple news-sharing apps used by a single user and are often spammed with notifications. • There is also a lot of fake news which gets shared. • A news-sharing app wants to help users find relevant and important news easily every day and understand explicitly that the news is not fake but from proper sources.
Because	• News apps are trying to be like social media apps • News apps want to increase the time that user spends on their app so that they can show ads and generate revenue • To increase the user screen time, news apps make users encounter eye-catching news rather than credible ones • Apps generate income through subscriptions.
Which makes me feel	• Fake news hurts individuals and society as it persuades consumers to accept false beliefs that are shared to forward specific agendas. • Identifying relevant news from excessive amounts of information on social media requires substantial time, energy, and mental efforts • Constant news updates and pop-ups of breaking news in social media may increase the feeling of news overload.

"Realtime Customer Problem Statement"

I am	I'm trying to	But	Because	Which makes me feel
Online news articles reader	Read online articles without any annoying contents	Spamming of messages usually leads to clearing of the content without viewing thus probably leading the user to lose access to important information.	Businesses must publish irrelevant news because younger generations prefer news with more fun instead of reliable news.	Irritated
	Read online articles without any ads	Ads in the apps might irritate the user while reading the news	Apps generate income through subscriptions and ads	Frustrated
	Read precise contents	News apps want to increase the time that user spends on their app so that they can show ads and generate revenue	Users don't want to spend time reading the entire content. They need short and crisp news	Annoying
	Avoid irrelevant news	Irrelevant news makes the user stop viewing the news thus losing access to credible news	Businesses must publish irrelevant news because younger generations prefer news with more fun instead of reliable news.	Exhausted